10TH ANNUAL
GOVERNOR'S
**SMALL BUSINESS**
**OUTREACH**
SUMMIT

"Getting Registered.
Getting on eMMA.
Getting Started with the State. "

# INSTRUCTOR

## EDUARDO D. HAYDEN

SMALL BUSINESS OUTREACH MANAGER

Maryland

DEPARTMENT OF SOCIAL AND ECONOMIC MOBILITY

OFFICE OF SMALL, MINORITY & WOMEN BUSINESS AFFAIRS

goMDsmallbiz.maryland.gov

# AGENDA

10TH ANNUAL GOVERNOR'S SMALL BUSINESS OUTREACH SUMMIT

- Who
- What
- How
- Socioeconomic Programs
- Why Certifications Matter
- Vendor Resources

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# WHO

"GETTING STARTED"

# WHO will you encounter?

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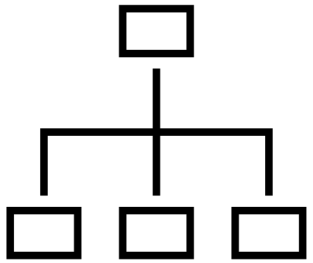
| | | |
|---|---|---|
| Maryland Department of Assessment and Taxation | Maryland Business Express (Start Your Business) | * Obtain your SDAT ID<br>* Obtain your EIN#<br>* File Federal BOI |
| Comptroller of Maryland (Information for Businesses) | Maryland Tax & Payments (explore what is required or not) | |
| Maryland Department of Labor (Business Best Practices) | Maryland OneStop Portal (Permits & Licenses) | |
| Maryland Insurance Administration (Business & Commercial Insurance) | + Maryland Health Connection for Small Business | |

**When Starting a Business in the State of Maryland**

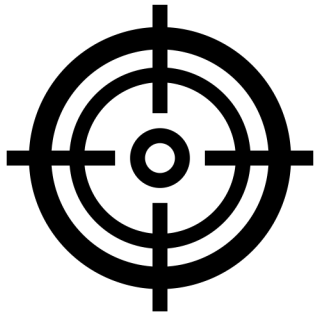
| | | | |
|---|---|---|---|
| Department of General Services (Vendor Resources) | Office of Sate Procurement (Resources & Training) | eMaryland Marketplace Advantage (eMMA) | |
| Department of Social and Economic Mobility | Office of Small, Minority & Women Business Affairs | Office of Minority Business Enterprise | Office of Social Equity (Licenses-Cannabis) |

# Office of State Procurement

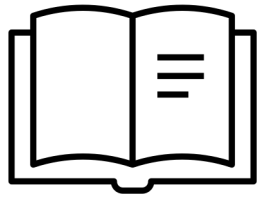


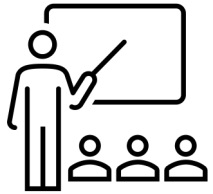


Housed within the Maryland Department of General Services



Primary procurement unit for all delegated procurements from the Board of Public Works except transportation and transportation-related procurements that are otherwise exempt (federal funding)





Develops and maintains the State of Maryland Procurement Manual & Maryland Procurement Academy

## eMaryland Marketplace Advantage (eProcurement System)

https://procurement.maryland.gov/maryland-procurement-manual-table-of-contents/

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# WHAT

"GETTING ON eMMA"

STEP 1

# UNSPSC CODES

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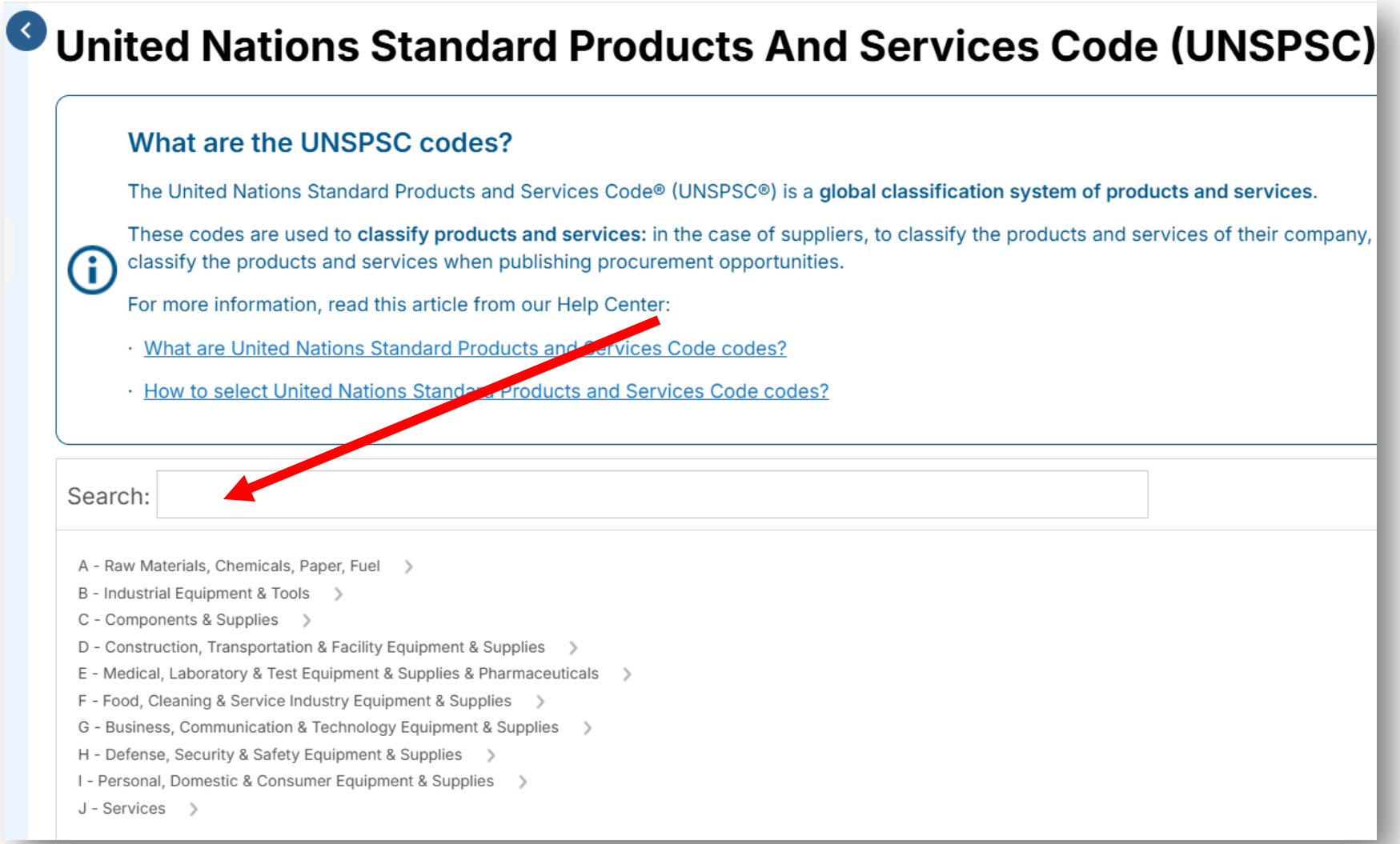
https://www.ungm.org/Public/UNSPSC

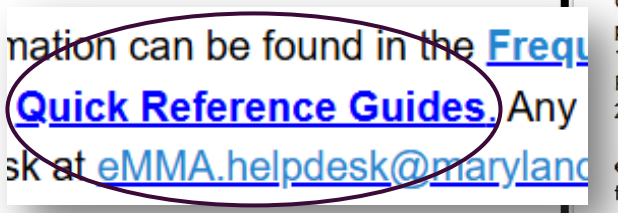
- **Identify your Product & Service Codes**

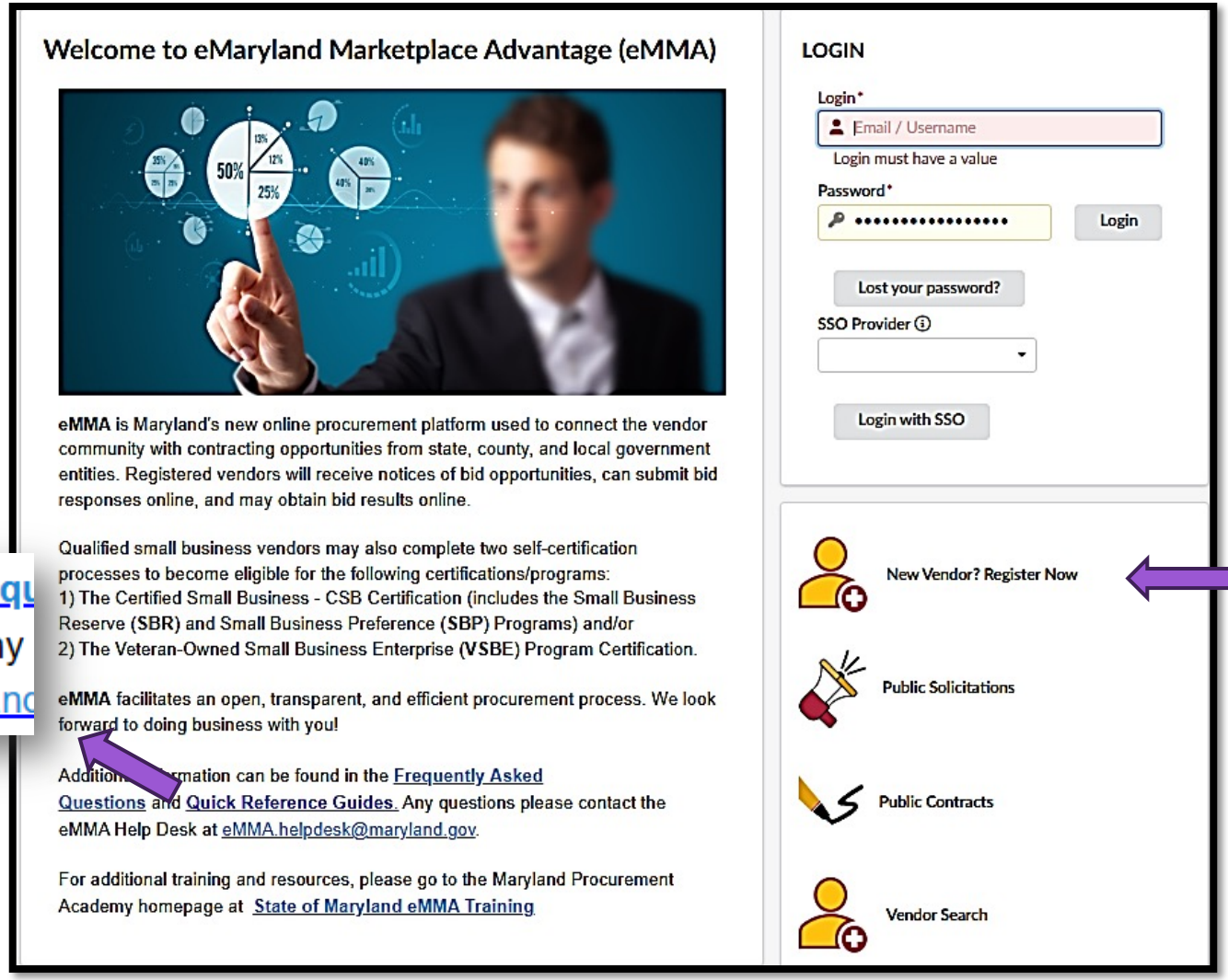


## STEP 2

https://emma.maryland.gov/

- Select the Quick Reference Guides




## STEP 3

- Register Your Business

# Know how to move forward



## Prerequisites

You will need your organization's **Tax Identification Number** and company information to complete registration.

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# Step-by-Step Instruction

## Vendor Registration

**NOTE:** This QRG uses diagrams with specific callouts to show required and optional fields in forms. A yellow

callout with a red border indicates a required field, while yellow callouts with a black border

indicate optional fields. Letters within the callouts respond to the explanations below the diagram. A red asterisk * indicates a required field.

The following symbol may display beside the title of some of the form fields. Hover your cursor over the symbol to see a text popup with more information about the field.

STEP 5

# Be clear about your Company Information

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a. **Legal Name*:** Enter the legal name of your organization.
b. **Tax ID Type*:**Select your tax ID type from the dropdown:

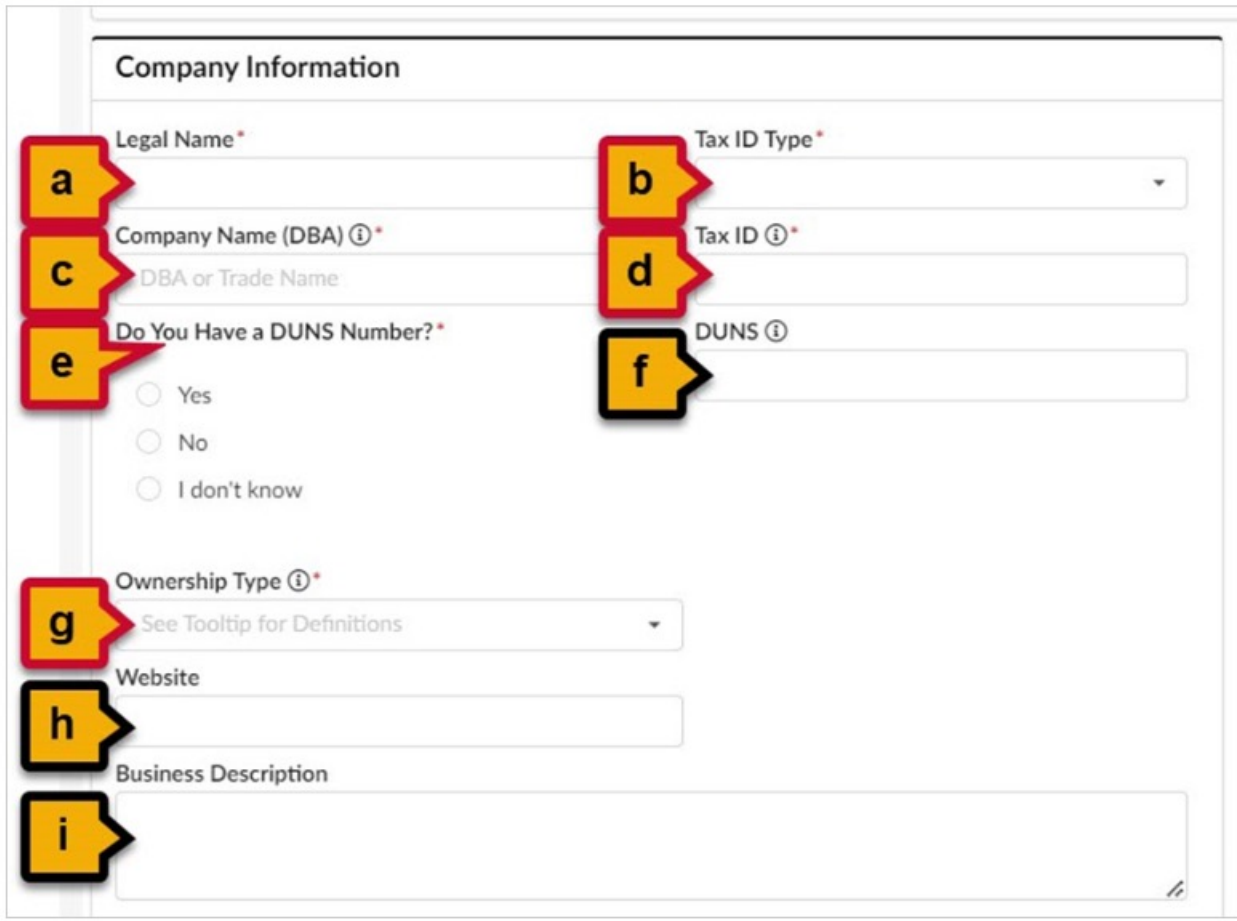
- **EIN –** Employer Identification Number
- **SSN –** Social Security Number
- **Foreign –** Foreign Tax ID

c. **Company Name (DBA: Doing Business As) *:** Enter your company name, or if it operates under a DBA or Trade Name, in this field.

**NOTE:** If you do not have a Company Name or DBA, reenter your Legal Name in this field.

d. **Tax ID*:** Enter your tax identification number. Only enter numbers, do not enter special characters.

4. Complete the form fields in the **Company Information** section. Required fields are marked with a red asterisk (*).



STEP 6

# Make sure to be accurate

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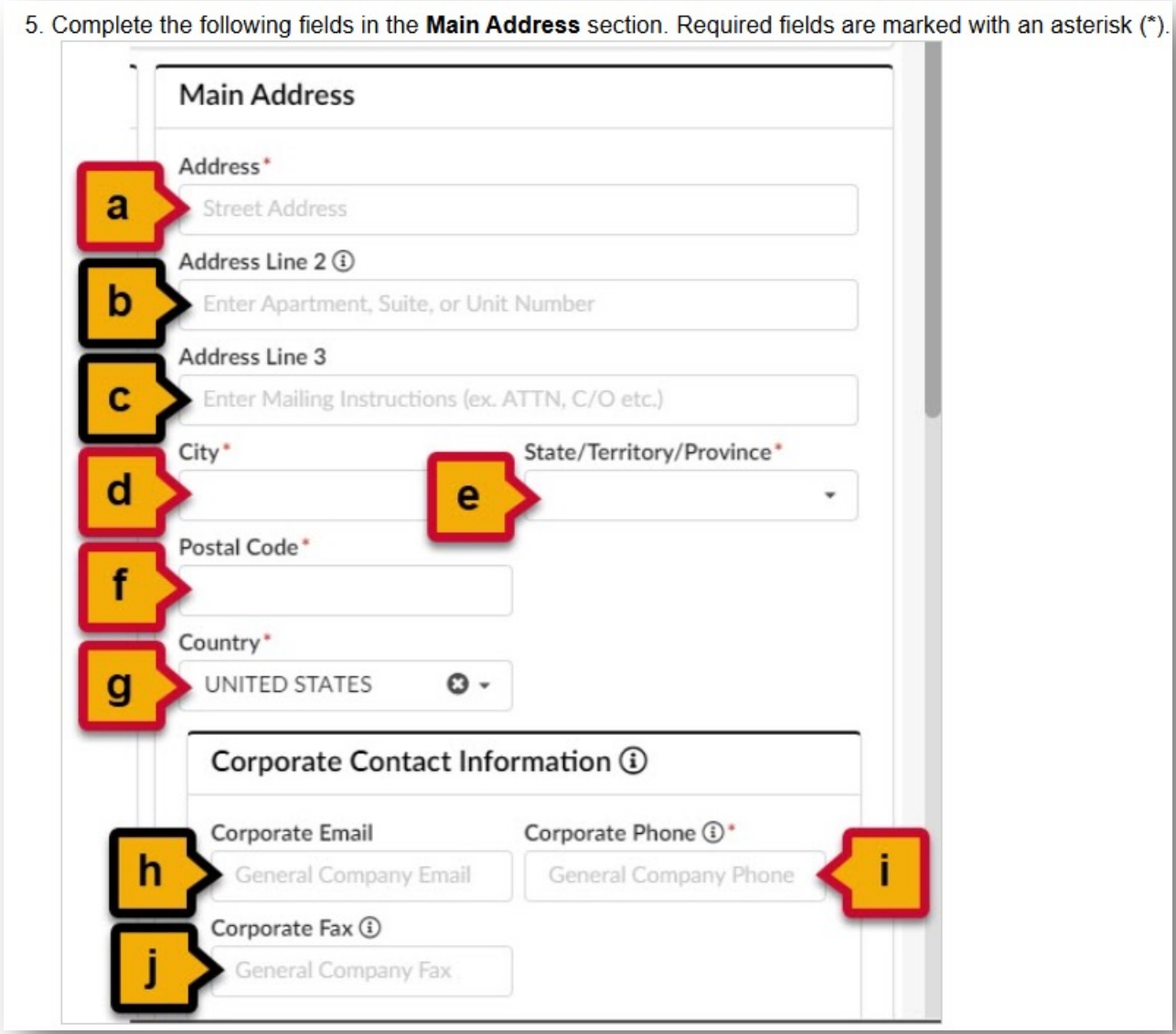
a. **Address***: Enter the physical address of your organization.
b. **Address Line 2**: Use this line to enter additional address information such as office or suite number.
c. **Address Line 3**: Use this line to enter mailing instructions (i.e. ATTN, C/O)
d. **City***: Enter the city where your business is located.
e. **State/Territory/Province***: Enter the state where your company is located.
f. **Postal Code***: Enter the zip code where your company is located.
g. **Country***: This field automatically populates with United States. Please be sure to change this if your business is in a country other than the United States.
h. **Corporate Email**: Enter a general email address for your company. Email addresses for individuals within your company can be entered in the Contact Information section and when entering additional users on the business profile.
i. **Corporate Phone***: Enter a main telephone number for your company.
j. **Corporate Fax**: If your company has one, enter the fax number.



STEP 7

# Vital to ensure you get notified

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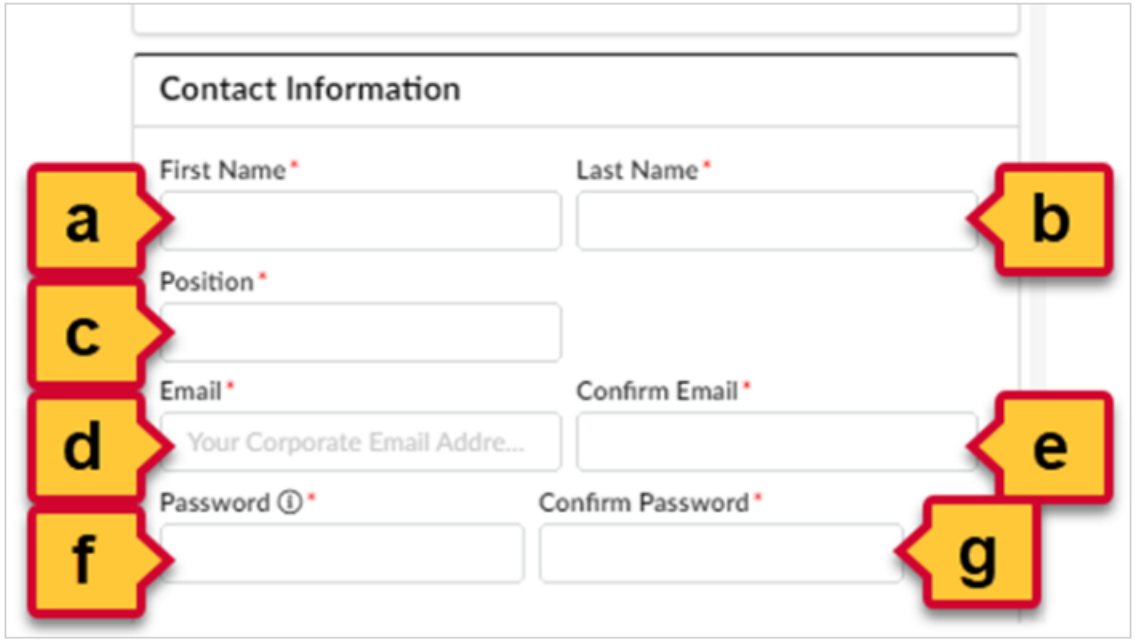
- **This is how you are notified about any account changes & opportunities that match your product & service codes in your profile**

a. **Address***: Enter the physical address of your organization.
b. **Address Line 2**: Use this line to enter additional address information such as office or suite number.
c. **Address Line 3**: Use this line to enter mailing instructions (i.e. ATTN, C/O)
d. **City***: Enter the city where your business is located.
e. **State/Territory/Province***: Enter the state where your company is located.
f. **Postal Code***: Enter the zip code where your company is located.
g. **Country***: This field automatically populates with United States. Please be sure to change this if your business is in a country other than the United States.
h. **Corporate Email**: Enter a general email address for your company. Email addresses for individuals within your company can be entered in the Contact Information section and when entering additional users on the business profile.
i. **Corporate Phone***: Enter a main telephone number for your company.
j. **Corporate Fax**: If your company has one, enter the fax number.

8. Complete the fields in the **Contact Information** section. Required fields are marked with a red asterisk (*).

**NOTE:** eMMA automatically assigns this contact the Vendor Admin role. The Vendor Admin role lets that user make changes to the Vendor Profile in eMMA. They will be the primary contact for this profile and will receive any email notifications sent out through eMMA. You can change the Vendor Admin after successfully registering and logging in.

**PRO TIP!!** You can have more than one Vendor Admin. You can also add contacts and change which user holds the Vendor Admin role.



STEP 8

# Select the areas you wish to serve

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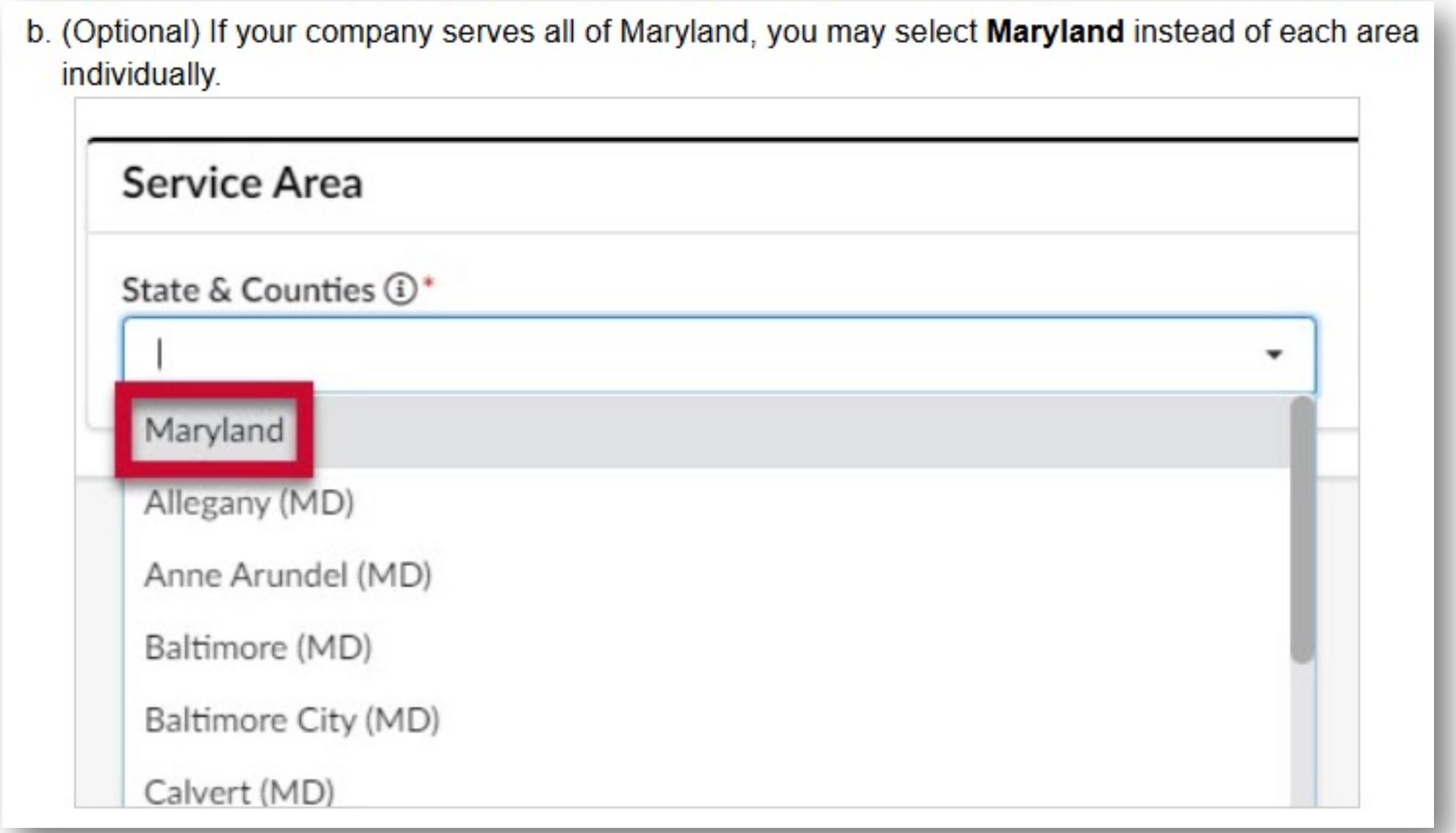
b. (Optional) If your company serves all of Maryland, you may select **Maryland** instead of each area individually.



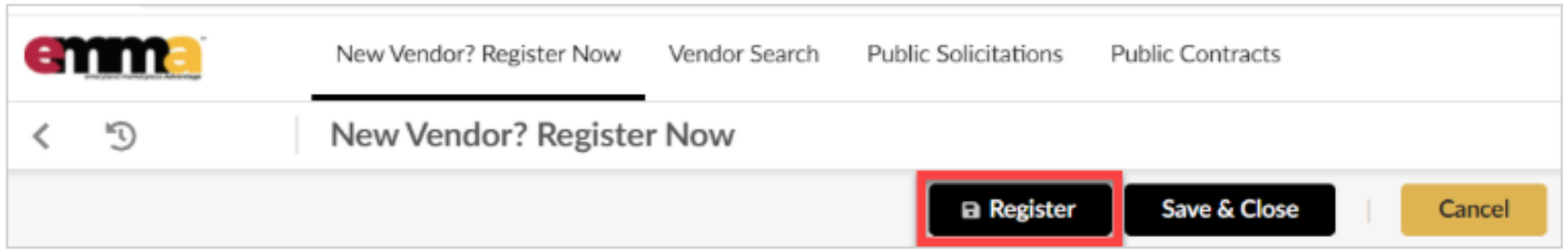
STEP 9

# Make sure to click REGISTER



15. Click the **Register** button at the top of the page when you are ready to submit.

**NOTE:** You must complete all the required sections of the form before you can complete registration.




- **Now we can consider Doing Business with the State of Maryland**

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# HOW

"GETTING STARTED"

# Office of Small, Minority & Women Business Affairs

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Maryland

DEPARTMENT OF SOCIAL AND ECONOMIC MOBILITY

OFFICE OF SMALL, MINORITY & WOMEN BUSINESS AFFAIRS

# Doing Business with the State of Maryland

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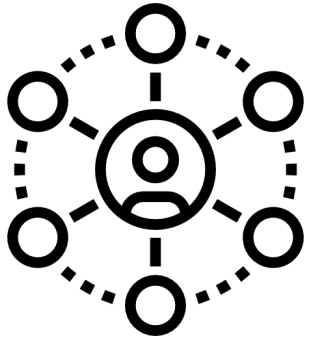
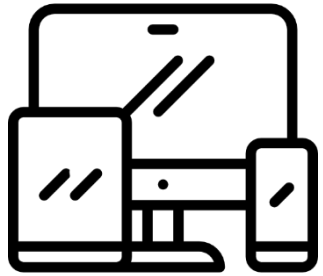
OFFICE OF SMALL, MINORITY & WOMEN BUSINESS AFFAIRS

Implement Maryland's 3 socioeconomic procurement programs across 70+ agencies and departments

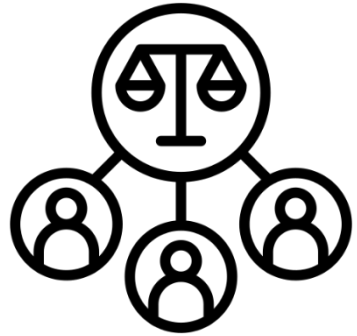


Connect small, minority, women, & veteran business owners to opportunities in the state contracting arena

Conduct free small business webinars, hosts stakeholder engagement events, and participates in outreach programs statewide



Curate online resources at the federal, state, and local levels for small business growth and development



Work with MBEs to address issues that may arise during contract performance through the **MBE Ombudsman unit**

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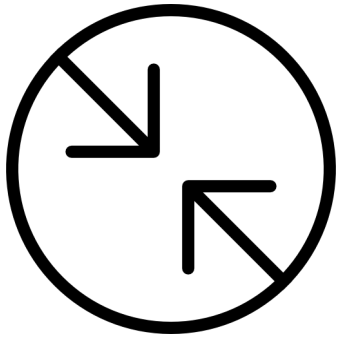
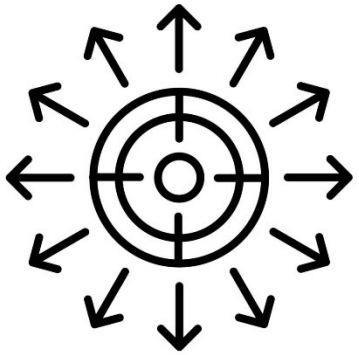
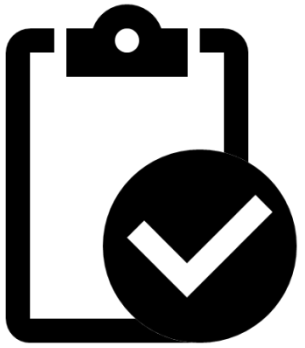
# MBE Ombudsman Unit



Serves as an internal resource across the 70+ agencies and departments engaged in the MBE Program



Serves as an external resource to certified MBEs, prime contractors, legislators, and stakeholder organizations



Enforces compliance during contract performance to maximize implementation of the MBE Program

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# Socioeconomic Programs

# Maryland's Socioeconomic Procurement Programs

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- Prime & subcontracting opportunities
- 70+ participating state agencies & departments
- Race & gender specific
- Application-based certification process with DoSEM - Office of Minority Business Enterprise

- Prime & subcontracting opportunities
- 50+ participating state agencies & departments
- Veteran specific
- Online certification process in eMaryland Marketplace Advantage

- Prime contracting opportunities
- 60+ participating state agencies & departments
- Race and gender neutral
- Online certification process in eMaryland Marketplace Advantage

***No cost to obtain or maintain certification. New 3 year renewal requirements apply.***

# Maryland's Socioeconomic Procurement Programs

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- 10,000+ certified MBE firms
- $2.2 Billion in awards in FY24
- $1.6 Billion made in payments
- 1,724 Firms to Receive payment as an MBE in FY24

- 1000+ certified VSBE firms
- $124 Million in Awards in FY24
- 727 Prime contracts made - VSBE's
- 104 VSBE firms received payments in FY24

- 5,400+ Certified Small Businesses (CSBs)
- $483 Million in payments
- Over 2,000 Firms received payment as an SBR in FY24
- 29% increase in CSB database

# Certifications Overview

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- 51% ownership
- Control
- Size of the business
- Personal Net Worth
- 1 application for state DoSEM - OMBE
- Guidance for federal DBE/ACDBE forthcoming by MDOT

- 51% ownership must be a Veteran(s)
- Size of the business
- 3-step certification
  a) eMMA Registration
  b) Veteran Verification (State or Federal)
  c) Application

- Certified Small Business (CSB)
- For-Profit business
- Not a broker
- Not a subsidiary
- Not "dominant" in your industry nationally (too big)
- Meet "either" employee or fiscal thresholds

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# Why Certifications Matter

# WHY Certify?



Certification is ***not a requirement*** for doing business with the State of Maryland.

You are able to perform today as a prime contractor or subcontractor without holding any certification(s)

***Why Certify?***

Nearly every contract with state funding is reviewed for small business designation and/or minority, women, and veteran inclusion.

# Key Differentiators



- Public procurement processes are open and transparent.
- Solicitations designated to the SBR Program do not have a cap; value may exceed $1,000,000.
- SBR designated solicitations may include MBE goals.
- Contracts over $100,000 are evaluated for MBE and VSBE inclusion.

# Key Differentiators



- Purchasing agency must conduct a pre-bid meeting for all solicitations that include an MBE and/or VSBE goal.
- Prime contractor must name MBEs and VSBE subcontractors in the bid/solicitation.
- After award of a contract, named MBEs and VSBEs cannot be removed by the prime without written consent from the agency head.

# Key Differentiators



- There is no cost to receive or maintain SBR, MBE, or VSBE certifications.
- Firms are encouraged to obtain certification in each program for which they qualify.
- MBE prime contractors may fulfill up to 50% of a subgoal.

# Key Differentiators

MBEs with dual certification can meet multiple subgoals on the same contract.

VSBEs with MBE certification can fulfill both subcontracting goals on the same contract.

SBR, MBE & VSBE Liaisons are positioned in every participating agency

- Liaisons participate on the PRG
- The liaison directory is published online

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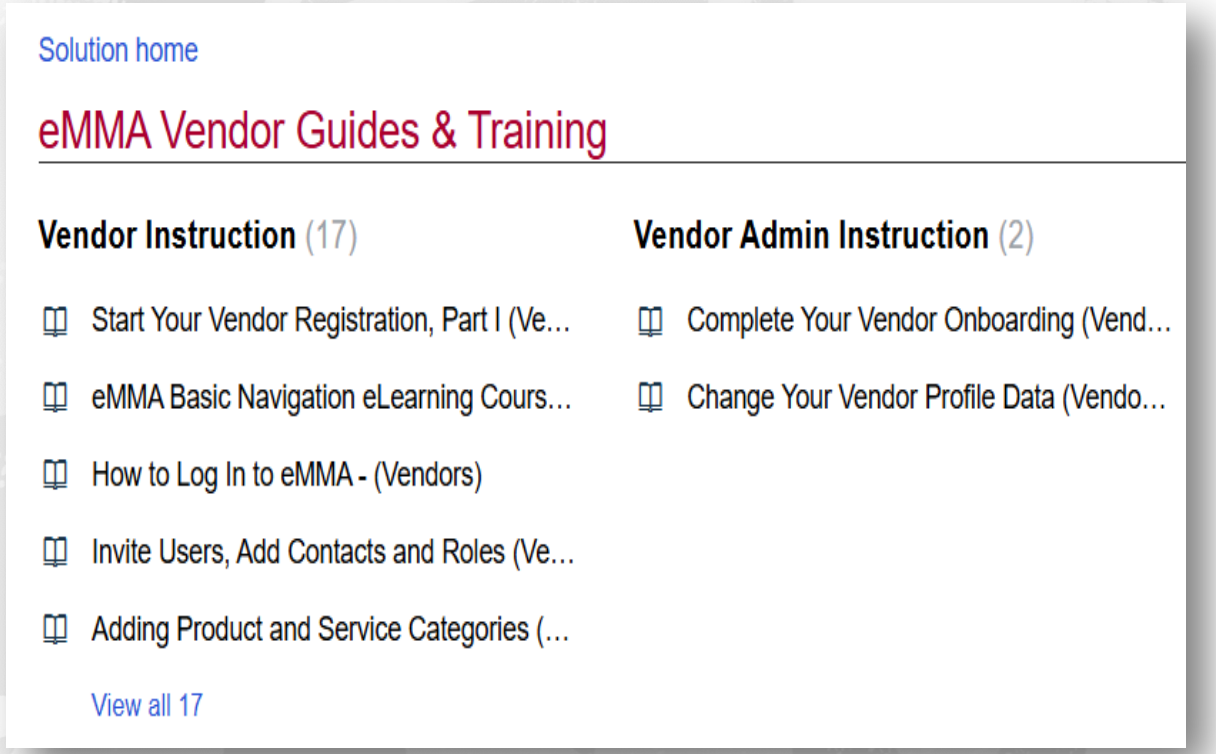
# Vendor Resources

## ➢ Lead with a Plan

https://businessexpress.maryland.gov/plan

## ➢ Use the tools offered




https://mdprocurement.freshdesk.com/support/solutions/70000319661

# Explore the Socioeconomic Programs

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# Mining Public Data Techniques

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- eMaryland Marketplace Advantage (eMMA)
- Procurement Forecast
- Board of Public Works
- Communicating with Confidence

# Keep Learning

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## T.I.P.S.

**SMALL BUSINESS**

**WEBINAR SERIES**

**TRAINING & INSIGHTS for PROCUREMENT SUCCESS**

- 2 free webinars monthly
- 10 a.m. – 12 p.m.
- Subject Matter Experts

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- 2 free webinars every month
- No cost to attend
- Register in advance to receive the participation link
- Download the presenter's slide deck
- Access video recordings of all classes on our YouTube playlist

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# View Recorded Training

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## T.I.P.S. Webinar Series Playlist

# Upcoming

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## Friday
## November 14 , 2025

**9:30 a.m.**

**Maryland's VSBE/SBR Program Certification Workshop @ StartUP at the Armory Towson University**

## Tuesday
## November 18, 2025

**10:00 a.m.**

**T.I.P.S. Small Business Webinar:**

**Anatomy of a Bid for Prime and Subcontractors**

## Friday
## November 21, 2025

**10:00 a.m.**

**T.I.P.S. Small Business Webinar:**

**Unlocking A.I. for Your Business: Your 5-Hour Weekly Advantage**

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OFFICE OF SMALL, MINORITY & WOMEN BUSINESS AFFAIRS

**EDUARDO D. HAYDEN**
SMALL BUSINESS OUTREACH MANAGER
EDUARDO.HAYDEN@MARYLAND.GOV

# Thank You!