

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

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

# INSTRUCTOR



**EDUARDO D. HAYDEN**

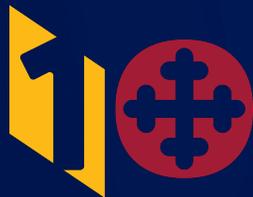
SMALL BUSINESS OUTREACH MANAGER



[goMDsmallbiz.maryland.gov](http://goMDsmallbiz.maryland.gov)

# AGENDA

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



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# WHO

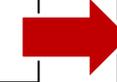
“GETTING STARTED”

# WHO will you encounter?

Maryland Department of Assessment and Taxation



[Maryland Business Express](#)  
(Start Your Business)



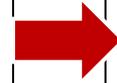
- \* Obtain your SDAT ID
- \* Obtain your EIN#
- \* File Federal BOI

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](#))



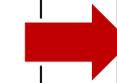
[Maryland Health Connection for Small Business](#)

## When Starting a Business in the State of Maryland

Department of General Services  
(Vendor Resources)



[Office of State Procurement](#)  
(Resources & Training)



eMaryland Marketplace Advantage  
([eMMA](#))

Department of Social and Economic Mobility

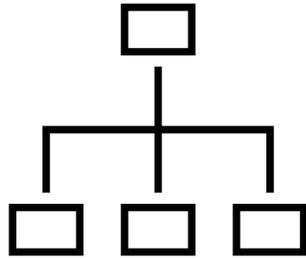


Office of Small, Minority & Women Business Affairs

Office of Minority Business Enterprise

Office of Social Equity (Licenses-Cannabis)

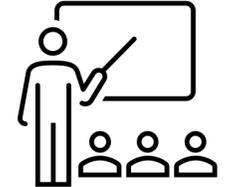
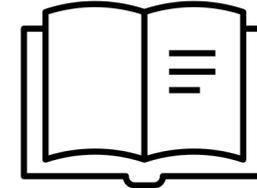




Housed within the Maryland  
Department of General  
Services



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)

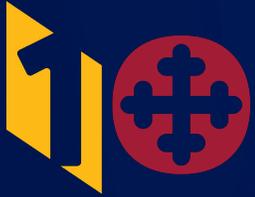


Develops and maintains the  
State of Maryland Procurement  
Manual & Maryland  
Procurement Academy



## eMaryland Marketplace Advantage (eProcurement System)

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



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# WHAT

“GETTING ON eMMA”

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

## United Nations Standard Products And Services Code (UNSPSC)

### What are the UNSPSC codes?

The United Nations Standard Products and Services Code® (UNSPSC®) is a **global classification system of products and services**.

These codes are used to **classify products and services**: in the case of suppliers, to classify the products and services of their company, classify the products and services when publishing procurement opportunities.



For more information, read this article from our Help Center:

- [What are United Nations Standard Products and Services Code codes?](#)
- [How to select United Nations Standard Products and Services Code codes?](#)

Search:

- A - Raw Materials, Chemicals, Paper, Fuel >
- B - Industrial Equipment & Tools >
- C - Components & Supplies >
- D - Construction, Transportation & Facility Equipment & Supplies >
- E - Medical, Laboratory & Test Equipment & Supplies & Pharmaceuticals >
- F - Food, Cleaning & Service Industry Equipment & Supplies >
- G - Business, Communication & Technology Equipment & Supplies >
- H - Defense, Security & Safety Equipment & Supplies >
- I - Personal, Domestic & Consumer Equipment & Supplies >
- J - Services >

➤ **Identify your  
Product &  
Service  
Codes**

➤ **Select the Quick Reference Guides**

Information can be found in the [Frequently Asked Questions](#) and [Quick Reference Guides](#). Any questions please contact the eMMA Help Desk at [eMMA.helpdesk@maryland.gov](mailto:eMMA.helpdesk@maryland.gov)

### Welcome to eMaryland Marketplace Advantage (eMMA)



eMMA is Maryland's new online procurement platform used to connect the vendor community with contracting opportunities from state, county, and local government entities. Registered vendors will receive notices of bid opportunities, can submit bid responses online, and may obtain bid results online.

Qualified small business vendors may also complete two self-certification processes to become eligible for the following certifications/programs:  
1) The Certified Small Business - CSB Certification (includes the Small Business Reserve (SBR) and Small Business Preference (SBP) Programs) and/or  
2) The Veteran-Owned Small Business Enterprise (VSBE) Program Certification.

eMMA facilitates an open, transparent, and efficient procurement process. We look forward to doing business with you!

Additional information can be found in the [Frequently Asked Questions](#) and [Quick Reference Guides](#). Any questions please contact the eMMA Help Desk at [eMMA.helpdesk@maryland.gov](mailto:eMMA.helpdesk@maryland.gov).

For additional training and resources, please go to the Maryland Procurement Academy homepage at [State of Maryland eMMA Training](#)

### LOGIN

Login\*

Login must have a value

Password\*

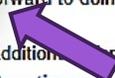


SSO Provider ⓘ

-  [New Vendor? Register Now](#)
-  [Public Solicitations](#)
-  [Public Contracts](#)
-  [Vendor Search](#)

STEP  
3

➤ **Register Your Business**



4

## Prerequisites

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

## 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.

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 (\*).



**Company Information**

**a** Legal Name \*

**b** Tax ID Type \*

**c** Company Name (DBA) ⓘ \*

DBA or Trade Name

**d** Tax ID ⓘ \*

**e** Do You Have a DUNS Number? \*

**f** DUNS ⓘ

Yes

No

I don't know

**g** Ownership Type ⓘ \*

See Tooltip for Definitions

Website

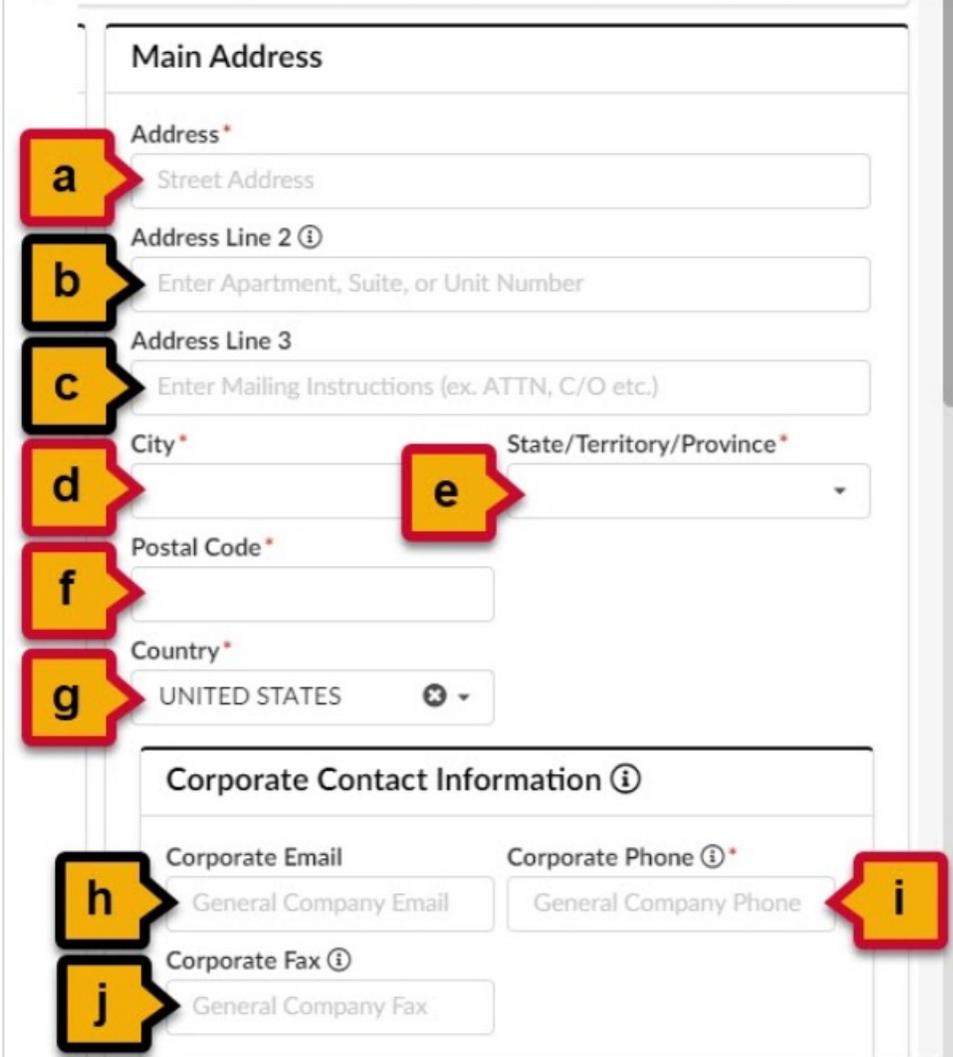
**h**

**i** Business Description

# Make sure to be accurate

- 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.

5. Complete the following fields in the **Main Address** section. Required fields are marked with an asterisk (\*).



**Main Address**

**a** Address\*  
Street Address

**b** Address Line 2 ⓘ  
Enter Apartment, Suite, or Unit Number

**c** Address Line 3  
Enter Mailing instructions (ex. ATTN, C/O etc.)

**d** City\*      **e** State/Territory/Province\*

**f** Postal Code\*

**g** Country\*  
UNITED STATES ⓘ

**Corporate Contact Information ⓘ**

**h** Corporate Email      **i** Corporate Phone ⓘ\*  
General Company Email      General Company Phone

**j** Corporate Fax ⓘ  
General Company Fax

➤ **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.

**Contact Information**

<b>First Name*</b>	<b>Last Name*</b>
<input type="text"/>	<input type="text"/>
<b>Position*</b>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<b>Email*</b>	<b>Confirm Email*</b>
<input type="text" value="Your Corporate Email Addr..."/>	<input type="text"/>
<b>Password ⓘ*</b>	<b>Confirm Password*</b>
<input type="password"/>	<input type="password"/>

# Select the areas you wish to serve

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

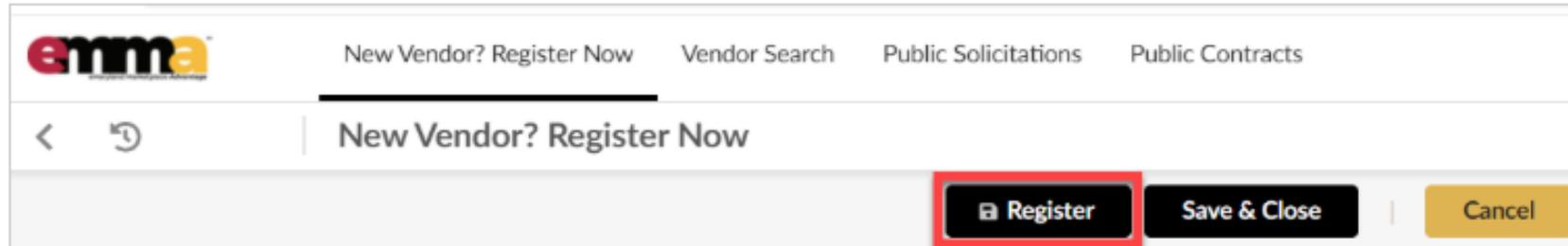
### Service Area

State & Counties ⓘ\*

- Maryland
- Allegany (MD)
- Anne Arundel (MD)
- Baltimore (MD)
- Baltimore City (MD)
- Calvert (MD)

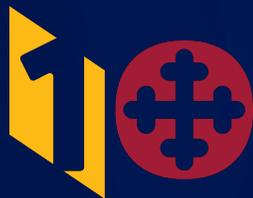
15. Click the **Register** button at the top of the page when you are ready to submit.

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



The screenshot shows the Emma website interface. At the top left is the Emma logo. To its right are navigation links: "New Vendor? Register Now", "Vendor Search", "Public Solicitations", and "Public Contracts". Below this is a breadcrumb trail: "< < New Vendor? Register Now". At the bottom right of the page, there are three buttons: "Register" (highlighted with a red box), "Save & Close", and "Cancel".

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



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# HOW

“GETTING STARTED”



# Maryland

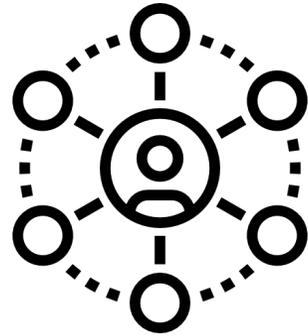
DEPARTMENT OF SOCIAL  
AND ECONOMIC MOBILITY  
OFFICE OF SMALL, MINORITY  
& WOMEN BUSINESS AFFAIRS

## Doing Business with the State of Maryland





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



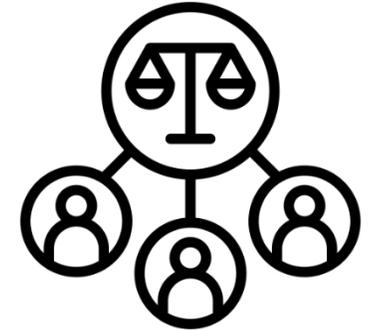
Connect small, minority, women, & veteran business owners to opportunities in the state contracting arena



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



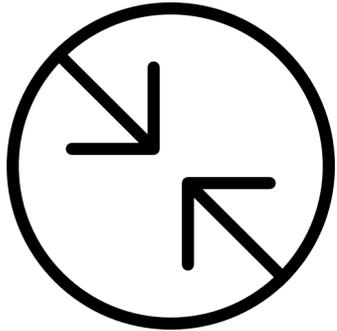
Curate online resources at the federal, state, and local levels for small business growth and development



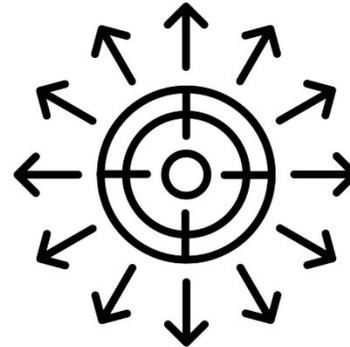
Work with MBEs to address issues that may arise during contract performance through the **MBE Ombudsman unit**



# MBE Ombudsman Unit



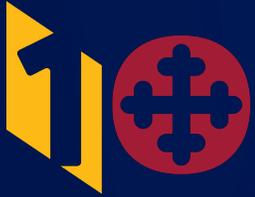
Serves as an internal resource across the 70+ agencies and departments engaged in the MBE Program



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



- 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



- 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



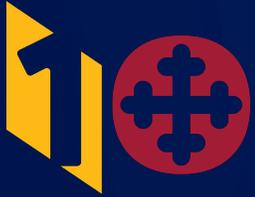
- 51% ownership
- Control
- Size of the business
- Personal Net Worth
- 1 application for state DoSEM - OMBE
- Guidance for federal DBE/ACDBE forthcoming by MDOT



- 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.

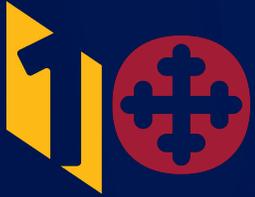


VSBEs with MBE certification can fulfill both subcontracting goals on the same contract.



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

[Solution home](#)

### eMMA Vendor Guides & Training

#### Vendor Instruction (17)

- 📖 Start Your Vendor Registration, Part I (Ve...
- 📖 eMMA Basic Navigation eLearning Cours...
- 📖 How to Log In to eMMA - (Vendors)
- 📖 Invite Users, Add Contacts and Roles (Ve...
- 📖 Adding Product and Service Categories (...)

[View all 17](#)

#### Vendor Admin Instruction (2)

- 📖 Complete Your Vendor Onboarding (Vend...
- 📖 Change Your Vendor Profile Data (Vendo...

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

# Explore the Socioeconomic Programs



Enter search term

HOME    MBE PROGRAM    MBE OMBUDSMAN    SBR PROGRAM    VSBE PROGRAM

OFFICE OF  
**Small, Minority & Women Business Affairs**

# Mining Public Data Techniques

[eMaryland Marketplace  
Advantage \(eMMA\)](#)

[Procurement Forecast](#)

[Board of Public Works](#)

[Communicating with  
Confidence](#)

# T.I.P.S.

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**WEBINAR SERIES**

**TRAINING & INSIGHTS for  
PROCUREMENT SUCCESS**

 2 free webinars monthly

 10 a.m. – 12 p.m.

 Subject Matter Experts

To Learn More Visit us by  
scanning the QR Code



- 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



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



- 

1 **Doing Business with the State of Maryland - July 25, 2024**  
StateMaryland • 2 views • 1 day ago  
2:03:45
- 

2 **Crafting A Compelling Capability Statement - July 23, 2024**  
StateMaryland • No views • 1 day ago  
2:04:30
- 

3 **Anatomy of a Bid - June 27, 2024**  
StateMaryland • No views • 1 day ago  
1:48:57
- 

4 **Strategies for Digital Marketing - June 25, 2024**  
StateMaryland • No views • 1 day ago  
1:38:22
- 

5 **Maryland's Veteran-Owned Small Business Enterprise (VSBE) Program**  
StateMaryland • 76 views • 2 months ago  
2:00:24



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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

@goMDsmallbiz



@GOSBA Maryland



@goMDsmallbiz





**EDUARDO D. HAYDEN**  
SMALL BUSINESS OUTREACH MANAGER  
[EDUARDO.HAYDEN@MARYLAND.GOV](mailto:EDUARDO.HAYDEN@MARYLAND.GOV)

**Thank You!**

<https://gomdsmallbiz.maryland.gov>