

I'M CERTIFIED, NOW WHAT?

RESOURCES FOR VETERANS

Visit the CalVet website at: www.calvet.ca.gov.

The DVBE certification program does not provide business start-up assistance. These agencies do:

- Veterans Business Outreach Center: www.vbocix.org; (916) 527-8400 or admin@vbocix.org.
- DVB Alliance: www.dvba.org or (916) 928-0900.
- The Elite Service Disabled Veteran Owned Businesses (SDVOB) Network: www.elitesdvob.org or (619) 284-9922.
- Southwest Veterans' Business Resource Center (SWVBRC): www.wheremunitiesserveveterans.org or (951) 940-6063.

DGS OUTREACH EVENTS

Visit the Communication & Outreach Section: www.dgs.ca.gov/pd/communicationsoutreach or contact us at (916) 375-4400 or Advocate@dgs.ca.gov.

IF YOU ARE AWARDED A CONTRACT

If your business secures a state contract, you are legally bound to deliver as promised. Many contracts do not pay until the job is completed; be sure you can meet all aspects of the contract including the financial impact on your business. Ensure that your performance has a positive impact on your future opportunities.



STATE OF CALIFORNIA
Department of General Services, Procurement Division
707 3rd Street, West Sacramento, CA 95605
www.dgs.ca.gov/pd
Phone: (800) 559-5529 x3#
Email: Advocate@dgs.ca.gov

Getting certified as a Small Business (SB) or Disabled Veteran Business Enterprise (DVBE) is the first step in obtaining contracts with the state. Use the information here to add value to your marketing efforts.

BE PROACTIVE

Keep your business information up-to-date to ensure you receive important information. Don't miss out on a business opportunity by letting your SB/DVBE certification lapse.

Make sure you are properly licensed and insured. Some state contracts require licensing and insurance.

Be responsive. Submit a complete and timely bid package that complies with all aspects of the state's solicitation. One missing item can dismiss your entire bid package. For clarification, contact the contracting/purchasing official.

Be responsible. Demonstrate how you will fulfill the solicitation's requirements and specifications and show how your proposal gives the state the best value regarding pricing, quality and timely delivery.

KEYWORDS AND UNSPSC CODES

- After becoming certified, check your keywords/UNSPSC codes occasionally and keep them current.
- State agencies use keywords/UNSPSC codes to locate certified firms that match their goods or service needs.
- Compare your keywords/UNSPSC codes to your competitors. Are yours different, more descriptive? Go to www.caleprocure.ca.gov, click *Quicklinks*, click *Find certified SB/DVBE*, insert *Keywords*, click *Search*.

SUBCONTRACTING OPPORTUNITIES

- The California State Contracts Register (CSCR) is a one-stop source for contracting opportunities.
- State agencies post their solicitations on the CSCR when they go out to bid.
- Subcontractors can find contracting opportunities on the CSCR and subcontractors can place ads seeking work with potential primes.
- Ads are free. Use your Certification ID on all ads.
- Access bid holder reports from the event (solicitation).
- Questions: email Advocate@dgs.ca.gov or call **1-800-559-5529 x 3#**.

AD NOTIFICATION

This free service notifies subscribers of advertised opportunities in the CSCR.

- Create a custom profile to be notified when matching opportunities appear in the CSCR; check your profile occasionally to maximize its benefit.
- Locate your CSCR profile at **www.caleprocure.ca.gov**, click *Quicklinks*, click *Find certified SB/DVBE*, insert *Business Name* or *Certification ID*, click *Search*.
- To be notified of events (solicitations), log in to **CaleProcure**, click the white triangle to the right of *user name*, click *Update Notifications*, click *Sell*. Under *Search Code* insert UNSPSC code ending in "00" or under *Search Title*, insert *Keyword*, click *Search*, add as many UNSPSC codes as possible. Codes end in "01", "02", "03", etc. *Save*.

WHO BUYS WHAT

- Research to determine what the agencies do. What is their mission? Does your business provide products/services that fit their needs?
- Find out which agencies buy your company's products/services at the State Contracts and Procurement Registration System (SCPRS): **www.dgs.ca.gov/pd/programs/caleprocure/SCPRData.aspx**
- Choose a contract type and report year. Search keywords or UNSPSC classification codes.

RECIPROCITY PARTNERS

The goal of the Reciprocity Program is to attain One-Stop Certification in California. Reciprocity is achieved when a local entity honors the state's SB or DVBE Certification and adds their local agency's SB/DVBE program requirements if needed.

www.dgs.ca.gov/pd/reciprocity

MARKET YOUR BUSINESS

- Target specific agencies that use your products or services.
- SB/DVBE Advocates can assist you with information about contracts with their agency. Access the SB/DVBE Advocates Directory at: **www.dgs.ca.gov/pd/advocate**.
- Use 30-second elevator speech when contacting advocates. Include your full name, company name, Certification ID, what you sell.
- Use Certification ID (supplier ID) on all correspondence, emails, website, business cards, brochures, capability statement.
- Focus on emails, use bullets, be concise.
- Accept VISA® as a form of payment. (CAL-Card® is the state's VISA credit card payment program.).
- Offer recycled products. Green is the wave of the future.
- Prompt Payment Rubber Stamp: **www.dgs.ca.gov/pd/Programs/OSDS/PromptPayment.aspx**
- Consolidated Annual Report: **www.dgs.ca.gov/pd/Programs/OSDS/ContractReporting.aspx**

RESOURCES

Connect with potential state contracting and purchasing personnel in California Agencies, Departments & Commissions: **www.ca.gov**

Other resources include:

- Small Business Development Center: **www.sba.gov/tools/local-assistance/CA/local-resources**
- Free business advice: **www.score.org**
- Procurement Technical Assistance Centers: **www.aptac-us.org**