



Statewide Historically Underutilized Business Program



Texas Department of Information Resources

# HUB Certification and More Regional Resources

# AGENDA

- **The Comptroller of Public Accounts – Statewide Procurement Division**
- **Historically Underutilized Business (HUB) Program**
- **HUB Certification**
- **Memorandums of Agreements (MOAs)**
  - Houston Minority Supplier Development Council (HMSDC)
  - Women’s Business Council - Southwest
- **Statewide Small Business Resource**
  - Texas Veterans Commission
- **Questions and Answers**

# HOST SPEAKERS



**Maya Ingram**  
Statewide HUB Program Manager  
Texas Comptroller of Public  
Accounts



**Lynn Hodde**, Director  
HUB Program, Outreach and Training  
Texas Department of Information  
Resources

# GUEST SPEAKERS



**Constance Jones**  
**Vice-President of Operations**  
Houston Minority  
Supplier Development Council



**Debbie Hurst**  
President and CEO  
Women's Business Council  
Southwest



**Christina Mortel**  
Texas Veterans Commission  
Veteran Entrepreneur Program

# STATEWIDE HUB PROGRAM

**The Statewide HUB Program facilitates the use of HUBs in state procurement and reports information on the state agency and university procurement expenditures.**

TAC 34§20.284, requires every state purchaser to make a “good faith effort” to utilize HUBs in contracts for commodity purchases, services, which include professional and consulting services, and construction related projects.

# STATEWIDE HUB PROGRAM

## **Duties of Statewide Historically Underutilized Business (HUB) Program**

- Establish HUB Procurement Utilization Goals based on the updated Disparity Study of 2008
- Certification of qualified Small Businesses
- Report HUB Procurement Expenditures – Annually and Semi Annually
- Establish and Update HUB rules in procurement
- Assist state entities to meet the “Good Faith Effort” and include HUBs in state procurements
- Provide training and assistance to HUB Coordinators and Small Businesses for a successful partnership

# STATEWIDE HUB PROGRAM

## HUB Annual Procurement Utilization Goals:

- Agencies may achieve the Annual Procurement Utilization Goals or “HUB Goals” by contracting directly with HUBs or indirectly through subcontracting opportunities.
- Agencies shall make a good faith effort to assist HUBs in receiving a portion of the total contract value of all contracts the state entity expects to award within a fiscal year to meet the annual HUB goals.

# STATEWIDE HUB PROGRAM

The HUB Program provides small, woman, minority, and service-disabled veteran owned businesses to certification as small businesses.

## **HUB Certification Qualifications:**

Small business with 51% ownership held by:

- Asian-Pacific American
- Black American
- Hispanic American
- Native American Indian
- American Woman
- Service-disabled veteran with (20% service disability)

# STATEWIDE HUB PROGRAM

## **HUB Certifications includes:**

- 4 year free certification
- Guaranteed “good faith effort” participation in state agency and state university procurements
- NIGP profile description
- HUB Directory Listing
- Free participation at state economic development forums and trainings
- Free networking events

# STATEWIDE HUB PROGRAM

## **HUB CERTIFICATION IS A MARKETING TOOL TO ASSIST YOUR SMALL BUSINESS SELL TO THE STATE.**

HUB Certification guarantees the small business an opportunity to bid in state procurements.

It is the HUBs responsibility to market its business to the state agency and state universities.

# STATEWIDE HUB PROGRAM

## **FREE HUB Certification:**

<https://comptroller.texas.gov/purchasing/vendor/hub/>

Call: 888-863-5881 from more information

Email: [StatewideHUBProgram@cpa.Texas.gov](mailto:StatewideHUBProgram@cpa.Texas.gov)

## **Centralized Master Bidders List (CMBL) is State Vendor List:**

<https://comptroller.texas.gov/purchasing/vendor/cmbll/> - \$70 annual fee

# STATEWIDE HUB PROGRAM

The Statewide HUB program maximizes certifications by pursuing certification agreements with local governments and non-profit organizations in Texas that also certify small businesses under the same standards and requirements as the HUB program.

THE Memorandums of Agreements (MOAs) are listed at:

<https://comptroller.texas.gov/purchasing/vendor/hub/certification-agreements.php>.

# STATEWIDE HUB PROGRAM

- Our MOAs certify their member small businesses.
- As a courtesy the small business certification documentation is shared with the Statewide HUB program for an additional free certification.
- Our MOAs allow for the Statewide HUB Program and the MOA entity to partner in outreach, education and training.

## **GROWTHouston**

You simply can't separate HMSDC from business growth in Houston and beyond.



*Constance Y. Jones*  
*Vice President Operations*

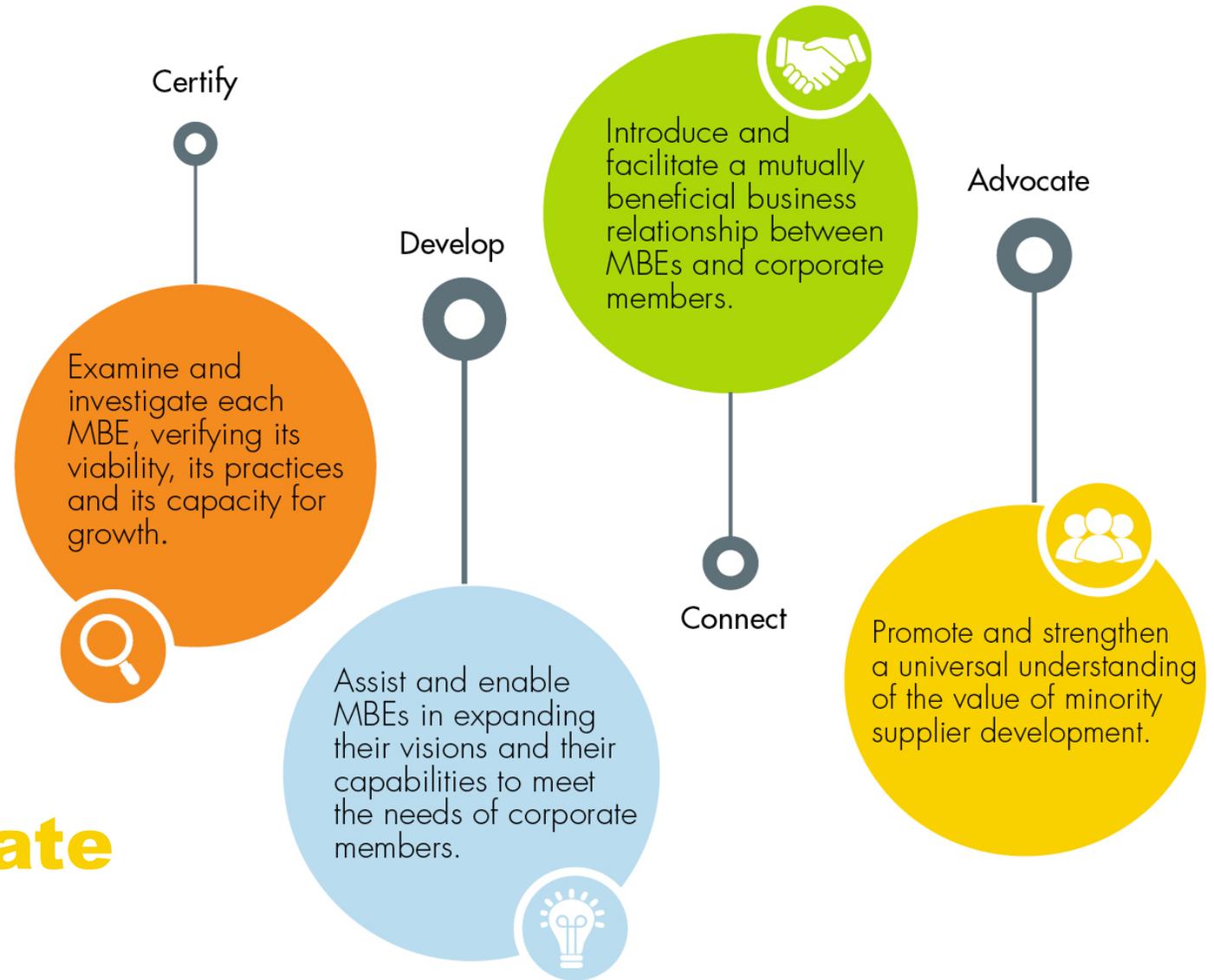


# Pillar I: Certify

# Pillar II: Develop

# Pillar III: Connect

# Pillar IV: Advocate



# Pillar I: Certify

Certify



Examine and investigate each MBE, verifying its viability, its practices and its capacity for growth.



## HMSDC MBEs make an impact.

The number, size, revenues and diversity of our MBE and Corporate members might surprise you:

### Certified MBEs

- 46% Class I – Sales under \$1 million
- 35% Class II – Sales \$1-10 million
- 13% Class III – Sales \$10-50 million
- 6% Class IV – Sales over \$50 million

# Pillar I: Certify

## Certification means access

**Certification** is a detailed process that qualifies a for-profit business of being at least 51% owned, managed and controlled by a U.S. citizen and meet the criteria based on the specific certifying entity.

The National MSDC certification criterion is:

- 51% owned, managed, and controlled by one or more ethnic minorities
- Must be an independent for-profit business
- Owner must have the expertise in the functional mission of the business



# Pillar I: Certify

## Certification has its benefits.



- Validation of status
- Opportunities for sales and marketing
- Access to mentor-protégé program
- Access to educational programs
- Financial & technical assistance and support
- National/international market access
- Customer requirement
- Increase business development initiatives
- Advocacy
- Programs specifically outlined to increase economic impact
- Access to corporations and governmental agencies

# Pillar II: Develop

Develop



Assist and enable MBEs in expanding their visions and their capabilities to meet the needs of corporate members.



## Development is key to growth.

1. Develop strategic leadership skills of MBEs
  - CEO Conversations
  - Coaching Corner
  - Executive Coaching
  - MBE Leadership Academy
2. Connect and meet the financing needs of MBEs
  - Capacity Building Pipeline
  - Finance Symposium
  - CDFI Organizations
3. Build MBE connections and value proposition
  - Supplier Idol
  - Talking Stick
4. Develop critical skills to build capacity of MBEs
  - MBE Accelerator
  - Pathways to Excellence
  - Strategic Trainings
  - Total Business Development



# Major Corporations believe in MBE Development

- Private sector initiatives that build on governmental requirements to increase the utilization of minority and small businesses throughout their supply chains
- Private sector programs are driven by factors such as corporate social responsibility, customer demands and expectations, innovation and adaptability of minority businesses to changing market dynamics



# Pillar III: Connect

## HMSDC members make the impact.

Corporate Members: Currently 169.

Introduce and facilitate a mutually beneficial business relationship between MBEs and corporate members.



PORT HOUSTON  
THE INTERNATIONAL PORT OF TEXAS™



TXU  
Energy



Here Everything's Better.™



Connect

## Pillar III: Connect

# HMSDC delivers the right connections.



1. Solicit and source procurement forecasts from corporate members
  - Corp. Opportunity Calls
2. Provide insight into the buying process:
  - Business Opportunity Conference
  - How to Do Business
  - Industry Forums
  - MBE Matchmaking (the **LINK**)

# Pillar IV: Advocate

## Advocate



## We stand together.

1. Support MBE growth and improve satisfaction with HMSDC
  - Corporate Business Reviews
  - Stakeholder Surveys
  - Supplier Idol
  - Lunch with the President
  - MBE One-to-One Consulting
2. Improve utilization of NMSDC programs
  - Management Training Programs
  - Corporate Plus
3. Provide an onboarding roadmap to drive engagement of corporate members and MBEs

**HMSDC**



**Houston**  
Minority Supplier  
Development Council

*Corporate America's leading connector to minority business growth.*

*Three Riverway | Suite 555  
Houston, TX 77056  
Tel: (713) 271-7805*

[www.hmsdc.org](http://www.hmsdc.org)  
[info@hmsdc.org](mailto:info@hmsdc.org)



WOMEN'S  
BUSINESS  
COUNCIL  
—  
SOUTHWEST





# About WBCS

**Mission:** To facilitate mutually beneficial procurement opportunities among Women's Business Enterprises (WBEs) and Sustaining (Corporate) Members



## One-Stop Shop Certification

Four certifications all available through one application!



Want to do business with corporations?



Want to do business in with the State of Texas?



Want to do business with the Federal Government?



Want to do business with DFW International Airport or Dallas County?

- Founded 1995
- North and central Texas, Oklahoma, Arkansas, and New Mexico
- 85+ Sustaining Members
- 1,200 WBEs

# WBE Member Data

- 1,200 Members strong
- 793 = Number of WBEs in business 10+ years
- 47,140 = Total number of employees at WBE companies
- **\$11,181,444,295 = Total WBE gross revenue**

## MOST REPRESENTED INDUSTRIES —



Advertising &  
Marketing



Construction



Consulting



IT



Manufacturing

## MEMBERSHIP BY REVENUE —



# \$10.3 Billion Spent with WBEs in 2019



# How do I make the most out of my certification?

- Utilize the member database
- Get involved/volunteer
- Attend events
- Apply for the Lillie Knox Investment Award
- Take advantage of educational opportunities
- Use the WBENC/Women Owned Logo
- Receive recognition and awards at WBCS events
- Apply your certification in marketing materials
- Upload your certification to supplier diversity portals



## Events & Recognition

Parade of Stars Awards Gala  
Connections to Contracts  
Harvesting Partnerships  
Trade Talks  
Table Topics



Austin Insights  
Winning the Bid  
Women Owned Wednesday  
Women of Color Business Mixers  
Regional and Industry-Specific  
Happy Hours

WOMEN'S  
BUSINESS  
COUNCIL  
—  
SOUTHWEST



[www.wbc southwest.org](http://www.wbc southwest.org)  
[@wbc southwest](https://www.instagram.com/wbc southwest)



HUB Update  
May 27, 2020

Christina Mortel  
Veteran  
Entrepreneur  
Program



**TEXAS VETERANS  
COMMISSION**

# Mission

To advocate for and provide superior service to veterans that will significantly improve the quality of life for all Texas veterans, their families, and survivors.



# Programs & Services

1. Claims Department
2. Employment Services
3. Education
4. Health Care Advocacy
5. Entrepreneurship
6. Grants & Funding
7. Women Veterans
8. Mental Health

# Entrepreneurship

**Provides training, support, and 1:1 consultation to veterans on:**

- Business development
- Business plans and marketing strategies
- Access to capital
- Government contracting
- Mergers and acquisitions



# Historically Underutilized Program



# HUB Update



- **TVC Website:**

[www.tvc.texas.gov](http://www.tvc.texas.gov) – Under the ABOUT tab, Procurement and Contracts

- **VEP :**

<https://www.tvc.texas.gov/entrepreneurs/entrepreneur-resources/>

- Downloadable and Partner Resources

# Questions?



**TEXAS VETERANS  
COMMISSION**

- **Phone**
  - **1-800-252-VETS (8387)**
- **Web**
  - [www.tvc.texas.gov](http://www.tvc.texas.gov)
- **Facebook**
  - [facebook.com/texasveteranscommission](https://facebook.com/texasveteranscommission)
- **Twitter**
  - [@texasveterans](https://twitter.com/texasveterans)



# Questions & Discussion

## UPCOMING EVENTS

### **HUB Talk Series 5: Construction Opportunities I**

June 10, 2020

10:00 AM

Register Here: <https://attendee.gotowebinar.com/register/8069002882315741199>

### **HUB Talk Series 6: Construction Opportunities II**

June 24, 2020

10:00 AM

Register Here: <https://attendee.gotowebinar.com/register/4418019546995216653>

## PREVIOUS HUB TALK SERIES RECORDINGS

**Learn how the Statewide HUB program plans to help small businesses in this webinar series of HUB related topics. Guest speakers assist in sharing informational announcements, business development tips and provide answers to questions to help HUBs.**

- HUB Talk Series with CPA and DIR: Marketing Tips for Success in the HUB Program  
April 15, 2020 @ 10 AM  
[Webinar Recording](#) | [Presentation Slidedeck](#) (PDF 1.2 MB) | [Q&A](#) (DOCX 145 KB)
- HUB Talk Series with CPA and DIR: Partners in Procurement and HUB  
April 29, 2020 @ 10 AM  
[Webinar Recording](#) | [Presentation Slidedeck](#) (PDF 2.5 MB) | [\\*Q&A](#) (DOCX)
- HUB Talk Series #3 with CPA and DIR: HUB Certifications and Regional Resources  
May 13, 2020 @ 11 AM  
[\\*Webinar Recording](#) | [\\*Presentation Slidedeck](#) (PDF 2.5 MB) | [\\*Q&A](#) (DOCX)

[\\*Coming Soon](#)

# Contact Information

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HUB Toll free at: 888-863-05881

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# Thank You

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@TexasDIR



Texas Department of Information Resources

Transforming How  
Texas Government  
Serves Texans

