The Women Veteran Entrepreneurs of Color (WVE) Initiative
of Morgan State University EDAC's W.O.M.E.N. Presents

W.O.M.E.N.
WOMEN VETERAN ENTREPRENEURS OF COLOR (WVE) INITIATIVE
POWERED BY TRUIST

2.0 BECOME A BUSINESS TRIPLE THREAT!

SECURE THE 3 C'S: CONTRACTS, CONTACTS, AND CAPITAL



27 APRIL 2023

8:00 AM - 4:35 PM EST

VIRTUAL BUSINESS SUMMIT BOOKLET

TRUIST | MORGAN STATE UNIVERSITY | EDAC THE ENTREPRENEURIAL DEVELOPMENT & ASSISTANCE CENTER | BALTIMORE | MARYLAND WOMEN'S BUSINESS CENTER | Maryland Capital WBC Woman's Business Center Enterprises, Inc. | MCE MARYLAND CAPITAL ENTERPRISES, INC.

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SUMMIT SCHEDULE

View the Panelists for the Summit by clicking here

8:00AM -8:30AM	**WELCOME ADDRESS** Special Guests Appearances From: Senator Van Hollen, Congressman Kweisi Mfume, MD Secretary of Veteran Affairs Anthony Woods, MD Secretary of Commerce Kevin Anderson, NaTasha Horton (Truist), Dr. Hongtao Yu (Provost of Morgan State University (MSU), Omar Muhammad (MSU EDAC Director), Ann Frank (Baltimore Metro Women Business Center Director)
8:35AM - 8:50AM	**SMALL BUSINESS LEGISLATIVE UPDATES** *Special Guest Appearance From Senator Ben Cardin*
8:55AM - 9:55AM	**STRATEGIES TO LEVERAGE BUSINESS CERTIFICATIONS FOR GROWTH AND PROFITABILITY**
10:00AM - 11:00AM	**STRATEGIES TO WIN FEDERAL CONTRACTS**
11:05AM - 12:00PM	**STRATEGIES TO WIN INFRASTRUCTURE CONTRACTS**
12:05PM - 12:55PM	*KEYNOTE: WHAT MOTIVATES ME TO STAY PUMPED UP* **CAPTAIN DEBORA NELSON** Moment of Motivation with **Lonnette Bryan of GSA Federal Solutions** WVE Boot Camp and Room to Grow Graduate Video Premiere
1:00PM - 2:10PM	**STRATEGIES FOR PROFITABLE PARTNERSHIPS: FINDING AND BIDDING ON SUBCONTRACTS**
2:15PM - 2:45PM	**STRATEGIES TO DO BUSINESS OVERSEAS**
2:50PM - 3:25PM	**TRUIST, MORGAN EDAC AND WVE RESOURCES** Special Guests Appearances For the Following WVE Programs: • Room To Grow: Carla N. Chambers, CEO of The Nelson Ideation Group • Certification Program: Sonya Hopson, CEO of Sage Services Group, LLC • Microloan & Small Business Investing: Nick Rudolph, Baltimore Regional Director Maryland Capital Enterprises, Inc.
3:30PM - 4:30PM	**SHOW ME THE MONEY! PROCUREMENT FORECASTS & OPPORTUNITIES**
4:30PM - 4:35PM	**CLOSING REMARKS & INTRO TO YEAR 3**



Special Thank You to Danso Digitial Media Group for providing the virtual platform of the conference.

INTRO TO INITIATIVE

WOMEN VETERAN ENTREPRENEURS OF COLOR (WVE)

The Morgan State University Entrepreneurial Development & Assistance Center (MSU EDAC) in Baltimore, Maryland has launched the Women Owned and Managed Enterprise Network (WOMEN) platform's Women Veteran Entrepreneurs of Color (WVE) initiative to meet the growing demand of women of color veterans, women of color military spouses and women of color seeking contracting opportunities with government agencies and the private sector. The WVE has primarily served 8 counties in Maryland: Baltimore City, Baltimore County, Montgomery, Prince Georges, Calvert, Charles, St. Mary's and Wicomico. In addition to business services, knowledge as well as access to resources to develop and retain competitive enterprises are offered to women business owners and managers.

PRIMARY PROGRAM COORDINATORS



Omar S. Muhammad
EN-TRE-PRE-NEUR & Director
Morgan State University
Entrepreneurial Development & Assistance Center (EDAC)



Dawn Tucker
WVE Lead Program Coordinator
President
Lord and Tucker Management Consultants, LLC (LTMC)



Kamalia Blunt
WVE Program Coordinator
Senior Analyst
Lord and Tucker Management Consultants, LLC (LTMC)



Yvette Racks
Administrative Assistant
Morgan State University
Entrepreneurial Development & Assistance Center (EDAC)

Thanks to funding from Truist, the leaders of this initiative as well as our partners have the means to directly support the businesses of the women who have served our country, and we strive to function as powerful liaisons of knowledge, network and resources between their businesses and their inevitable success.

SPECIAL RECOGNITION TO THE FOLLOWING SPONSORS FOR THEIR INVALUABLE PARTICIPATION WITH THE WVE!

BALTIMORE METROPOLITAN Women's Business Center

mwbc MARYLAND WOMEN'S BUSINESS CENTER

TRUIST

Maryland Capital WBC WOMEN'S BUSINESS CENTER Enterprises, Inc.

mce MARYLAND CAPITAL ENTERPRISES, INC.

BUSINESS ADVOCATES



Captain Debora R. Nelson



Lonnette Bryan



Senator Ben Cardin



Senator Chris Van Hollen



Congressman Kweisi Mfume



MD Secretary of Veteran Affairs Anthony Woods



MD Secretary of Commerce Kevin Anderson



NaTasha Horton (Truist)



Dr. Hongtao Yu (MSU Provost)



Omar S Muhammad (MSU EDAC Director)



Ann Frank, GCDF (Balt. Metro WBC Director)

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MEET THE SPEAKERS

KEYNOTE ADDRESS



Captain Debora R. Nelson, MBA
US Army Cadet Command, 4th BDE
Morgan State University ROTC
CEO of For My Legacy, LLC
Two-Time Best Selling Author

Although Debora R. Nelson has a very diverse background as an officer in the military, a two-time bestselling author, a former radio personality on the national syndicated Radio One station in Baltimore, MD, educator, and a woman of faith her journey has led her into the real estate and hospitality industry where she continues to thrive. After moving from country to country and state to state, Debora decided to invest and use one of her vacant properties to serve as a vacation rental in the CSRA while working away from home 30 days at a time. During her travels, she's endured the discomfort of sleeping and cooking meals in hotels (with her pup Missy) while working away from home and wanted to find a way to make her empty property financially work for her as well as create a quiet, clean-living space that guests would want to frequently revisit, and she did just that!

She bravely jumped into an industry with little to no knowledge but she allowed her vision and drive to guide her. Today she uses her experiences to make it easier for others to start their vacation rental business for the long term. She provides the tools needed to create a short-term rental empire where one's success isn't limited. She believes that professionalism, good vibes, and creating memories make for the best business experience for all involved.

Moment of Motivation

Additional Special Guest Appearance of the Lunch Hour

Lonnette G Bryan

President & CEO of GSA Federal Solutions, Inc.



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EVENT SCHEDULE

STRATEGIES TO LEVERAGE BUSINESS CERTIFICATIONS FOR GROWTH AND PROFITABILITY

8:55AM - 9:55AM EST

MODERATOR:



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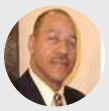


Anna Urman
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STRATEGIES TO WIN FEDERAL CONTRACTS

10:00AM - 11:00AM EST

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EVENT SCHEDULE

STRATEGIES TO WIN INFRASTRUCTURE CONTRACTS

11:05AM -12:00PM EST

MODERATOR:



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STRATEGIES FOR PROFITABLE PARTNERSHIPS: FINDING AND BIDDING ON SUBCONTRACTS

1:00PM -2:10PM EST

MODERATOR:



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EVENT SCHEDULE

STRATEGIES TO DO BUSINESS OVERSEAS

2:15PM - 2:45PM EST

MODERATOR:

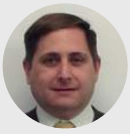


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TRUIST, MORGAN EDAC, AND WVE RESOURCES

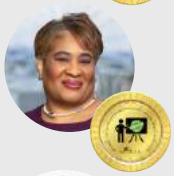
2:50PM - 3:25PM EST

MODERATOR:



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[Learn more about our services from 2022-2023 through the video below!]



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SHOW ME THE MONEY!
PROCUREMENT FORECASTS & OPPORTUNITIES
3:30PM - 4:30PM EST

MODERATOR:



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This conference is being recorded. The recordings and all presentations will be posted to a separate website for future reference some time after the conference is complete. The convenience of this allows for our small business community to not miss out any of the rich content delivered in the conference. Everyone who registered for this event will be included in the message blast when the conference recordings and presentations are posted.

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We are proud of our graduates! These hardworking women are shaking and moving our communities in incredible ways, and we can all expect a bigger, better, and brighter future because of them! Don't miss your opportunity to engage with these business powerhouses!

View the video honoring our Boot Camp and Room to Grow Graduates by clicking here: https://www.youtube.com/watch?v=oKGh2vAtriE

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BUSINESS LEGISLATION

Staying abreast on small business updates on support from the local, state and federal government keeps us aware on what resources are available for our entrepreneurial ventures. Please note that these are only a few highlights of resources available to small businesses and does not exhaust all available resources. Text in BLUE have live links.

American Rescue Plan: (Also called the COVID-19 Stimulus Package) delivers relief in the wake of the coronavirus to the American Economy and its people through the following highlighted points of interest:

- State Small Business Credit Initiative (SSBCI)
- Small Business Tax Credit Program
  - Employee Retention Credit
  - Paid Leave Tax Credit
- Emergency Capital Investment Program
- Paycheck Protection Program
  - Small Business Paycheck Protection Program
  - Economic Injury Disaster Loans
- COVID19 Economic Relief
  - Airline and National Security Relief Programs
  - Coronavirus Economic Relief for Transportation Services
  - Payroll Relief Programs

Bipartisan Infrastructure Law: Addresses inequities, environmental justice, and spur economic opportunity to many communities across America that have "faced environmental injustices – from bearing the brunt of toxic pollution, underinvestment in infrastructure and critical services, and disproportionate exposure to the impacts of climate change" through the following highlighted points of interest:

- Clean Drinking Water
- Legacy Pollution
- Public Transit
- Clean School Buses
- Modern and Clean Infrastructure
- Resilience

Build Back Better: this framework exists to meet its climate goals, create millions of good-paying jobs, enable more Americans to join and remain in the labor force, and grow our economy from the bottom up and the middle out.

CHIPS and Science Act: boosts American semiconductor research, development, and production, ensuring U.S. leadership in the technology that forms the foundation of everything from automobiles to household appliances to defense systems. The CHIPS and Science Act will unlock hundreds of billions more in private sector semiconductor investment across the country, including production essential to national defense and critical sectors.

Executive Order (E.O.) 13985 E.O. on Diversity, Equity, Inclusion, and Accessibility in the Federal Workforce: an order directed all federal agencies to evaluate and identify gaps in advancing equity with underserved communities, including racial and ethnic equity, in their policies, programs, and partners.

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BUSINESS LEGISLATION

Staying abreast on small business updates on support from the local, state and federal government keeps us aware on what resources are available for our entrepreneurial ventures. Please note that these are only a few highlights of resources available to small businesses and does not exhaust all available resources. Text in BLUE have live links.

Executive Order (EO) 14005, Ensuring the Future is Made in All of America by All of America's Workers: It is a priority of the Biden-Harris Administration to maximize the use of goods, products, and materials produced in, and services offered in, the United States. It is expected that whenever possible, federal agencies should procure goods, products, materials, and services from sources that will help American businesses compete in strategic industries and help America's workers thrive.

Inflation Reduction Act: building a better America and delivering on President Biden's vision to make sure the United States—powered by American workers—remains the global leader in clean energy technology, manufacturing, and innovation. The Inflation Reduction Act's $370 billion in investments will lower energy costs for families and small businesses, accelerate private investment in clean energy solutions in every sector of the economy and every corner of the country, strengthen supply chains for everything from critical minerals to efficient electric appliances, and create good-paying jobs and new economic opportunities for workers.

Justice40 Initiative: A federal government goal aiming for "40 percent of the overall benefits of certain Federal investments flow to disadvantaged communities that are marginalized, underserved, and overburdened by pollution in the following categories of investment:

- climate change
- clean energy and energy efficiency
- clean transit
- affordable and sustainable housing
- training and workforce development
- remediation and reduction of legacy pollution
- development of critical clean water and wastewater infrastructure

OMB Memorandum M-21-26: Increasing Opportunities for Domestic Sourcing and Reducing the Need for Waivers from Made in America Laws, June 11, 2021, provides tactical guidance on how each agency can meet the requirements in EO 14005.

- Requires HHS to strengthen internal controls by standardizing Buy American Act waiver processes.
- Follow-up to OMB Memo M-21-26, Improving the Transparency of Made in America Waivers, October 26, 2021, from Made in America Laws.
  - Builds upon M-21-26 by providing specific guidance on the use of a digital waiver portal to submit proposed 'Made in America' waivers to the MIAO.

Women Small Business Owner Support: These resources mentioned in a March 2023 address by the Biden Administration announces new resources supporting Women Small Business Owners through the following highlighted points of interest:

- Providing Resources and Mentorship to Women Small Business Owners
- Expanding Access and Avenues to Capital
- Leveraging Federal Spending to Support Small Businesses

SMALL BIZ BASICS

RESOURCES (GENERAL)

- **Association of Procurement Technical Assistance Centers (APTAC) (Becomes APEX Accelerators):** https://www.aptac-us.org
- **APEX Accelerators:** https://www.apexaccelerators.us/#/
- **BidSpeed (Government Contracts):** https://fedbidspeed.com/
- **Certifications and Programs (GSA):** https://www.gsa.gov/small-business
- **Certifications (SBA):** https://certify.sba.gov/
- **Commercial and Government Entity Code (CAGE) Codes:** https://cage.dla.mil/Home/UsageAgree
- **Contracting Assistance Programs (SBA):** https://www.sba.gov/federal-contracting/contracting-assistance-programs
- **Contract-Awarded Labor Category (CALC):** https://calc.gsa.gov
- **Contractor Team Arrangement (CTA) (GSA Schedule):** https://www.gsa.gov/buying-selling/purchasing-programs/gsa-schedule/schedule-features/contractor-team-arrangements
- **Contracting Resources**: https://fedbizaccess.com/fedbiz-connect-resources/
- **Cybersecurity Maturity Model Certification (CMMC) Requirements**: https://www.acq.osd.mil/cmmc/index.html
- **Dynamic Small Business Search:** http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm
- **Federal Acquisition Regulations (FAR) System:** https://www.acquisition.gov/browse/index/far
- **Federal Contracting Guide (SBA):** https://www.sba.gov/federal-contracting/contracting-guide
- **Federal Procurement Data System:** http://www.fpds.gov/
- **Maryland Governor's Office of Small, Minority & Women Business Affairs:** https://gomdsmallbiz.maryland.gov/Pages/default.aspx
- **Government Surplus Auctions:** https://www.govdeals.com
- **Govology:** https://govology.com
- **Grant Search:** https://www.grants.gov
- **GSA Schedule:** https://www.gsa.gov/small-business/small-business-resources/training-resources/getting-on-the-gsa-schedule
- **GSA SmartPay for Vendors:** https://smartpay.gsa.gov/content/gsa-smartpay-vendors
- **NAICS (North American Industry Classification System) Codes:** https://www.census.gov/naics/
- **National Minority Supplier Development Center:** https://nmsdc.org/
- **Office of Management And Budget (OMB) Memoranda:** https://www.whitehouse.gov/omb/information-for-agencies/memoranda/#memoranda-2022
- **Office of Small & Disadvantaged Business Utilization Council:** https://www.va.gov/osdbu/council/interagency-council.asp
- **An Overview of Small Business Contracting:** https://sgp.fas.org/crs/misc/R45576.pdf
- **Permits and Licensing:** https://www.sba.gov/licenses-and-permits
- **Procurement Readiness Guide for Small Businesses:** https://www.va.gov/osdbu/docs/procurementReadiness_FULL.pdf
- **Product and Service Code (PSC) Manual:** https://www.acquisition.gov/psc-manual
- **SAM.Gov Business Registration:** https://sam.gov/content/home
- **Small Business Local Assistance Centers Search (SBA):** https://www.sba.gov/local-assistance
- **SubContracting Network(SubNet) (SBA):** https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm
- **Tax Identification Number (TIN):** http://www.irs.gov/smallbiz
- **Unique Entity ID:** https://www.gsa.gov/about-us/organization/federal-acquisition-service/technology-transformation-services/integrated-award-environment-iae/iae-systems-information-kit/unique-entity-identifier-update
- **Women's Business Enterprise National Council (WBENC):** https://www.wbenc.org
- **Women Impacting Public Policy (WIPP) ChallengeHER Program:** https://challengeher.us

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RESOURCES (VETERANS)

- **Boots to Business (SBA):** https://www.sba.gov/sba-learning-platform/boots-business
- **Certification for Veteran Small Businesses (VetCert) Portal:** https://veterans.certify.sba.gov
  - **FAQ:** https://veteranscertify.zendesk.com/hc/en-us/sections/10278762063895-FAQ
- **Department of Defense Office of Small Business Programs (OSBP):** https://www.whs.mil/About-WHS/Offices/Office-of-Small-Business-Programs-OSBP/
- **Department of Veteran Affairs:** https://www.va.gov
- **Direct Access Program (DAP):** https://www.va.gov/osdbu/outreach/dap/index.asp
- **Doing Business with VA Reference Guide:** https://www.va.gov/osdbu/docs/DoingBusinessWithVA_ReferenceGuide.pdf
- **Entrepreneurship Bootcamp for Veterans (EBV):** https://ivmf.syracuse.edu/programs/entrepreneurship/start-up/ebv/
- **HIRE Vets Medallion Award:** https://www.hirevets.gov/about
- **Institute for Veterans and Military Families at Syracuse University (IVMF):** https://ivmf.syracuse.edu
- **Military Transition:** https://www.military-transition.org
- **National Veteran Institute for Procurement (VIP):** https://nationalvip.org/
- **National Veteran Small Business Coalition (NVSBC):** https://nvsbc.org
- **Project Opportunity**: https://www.project-opportunity.com/
- **The Rosie Network:** https://therosienetwork.org
- **SBA Resources for Veterans:** https://www.sba.gov/business-guide/grow-your-business/veteran-owned-businesses
- **VA Small and Veteran Business Programs:** https://www.va.gov/osdbu/programs/
- **Veteran Assistance Programs:** https://www.sba.gov/federal-contracting/contracting-assistance-programs/veteran-assistance-programs
- **VetBiz VIP Portal (DVA):** https://vetbiz.va.gov/vip/
- **Veterans Business Outreach Center Search (VBOC) (SBA):** https://www.sba.gov/local-assistance/resource-partners/veterans-business-outreach-center-vboc-program
- **Veterans' Employment and Training Service (DOL):** https://www.dol.gov/agencies/vets
- **Veteran Entrepreneur Foundation Investment Program:** https://veip.penfedfoundation.org
- **Veteran Entrepreneur Portal (VEP) (OSDBU):** https://www.va.gov/osdbu/entrepreneur/index.asp
- **Veterans Enterprise Training & Services Group (VETS Group):** https://www.vetsgroup.org
- **VETS First Verification Program (ODSBU):** https://www.va.gov/osdbu/verification/index.asp
- **Veteran Institute for Procurement (Maryland START Program):** https://www.mcccmd.com/veteran-institute-for-procurement.html
- **VA Verification Assistance & Counseling Programs:**https://www.va.gov/osdbu/verification/index.asp
- **Veteran Women Igniting the Spirit of Entrepreneurship (V-WISE):** https://ivmf.syracuse.edu/programs/entrepreneurship/start-up/v-wise/
- **Women Veteran-Owned Small Business Initiative (WVOSBI):** https://www.va.gov/OSDBU/wvosbi.asp

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SMALL BIZ BASICS

RESOURCES (MARYLAND)

- **Baltimore Metro Women's Business Center:** https://baltmetrowbc.org/
  - *Ann Frank: ann.frank@morgan.edu*
- **Black Chamber of Commerce (Maryland)**: https://www.marylandbcc.org
- **Chamber of Commerce (Maryland):** https://mdchamber.org/about/
- **Department of Commerce-Maryland:** https://commerce.maryland.gov/
- **Department of Veteran Affairs-Maryland:** https://veterans.maryland.gov/
- **eMaryland Marketplace Advantage (eMMA):** https://emma.maryland.gov/
- **Maryland Business Relief Wizard:** https://www.reliefwizard.net
- **Maryland Capital Enterprises Women's Business Center:** https://womensbusinesscenteratmarylandcapitalenterprises.org/
  - *Lisa Twilley: ltwilley@marylandcapital.org*
- **Maryland Entrepreneur Hub:** https://marylandentrepreneurhub.com
- **Maryland Financial Incentives for Businesses:** https://commerce.knack.com/maryland-funding-incentives
- **Maryland Manufacturing 4.0 Program:** https://commerce.maryland.gov/fund/maryland-manufacturing-4-0
- **Maryland Minority Business Enterprise Program:** https://gomdsmallbiz.maryland.gov/Pages/mbe-Program.aspx
- **Maryland Office of Business Programs (OBP):** https://dgs.maryland.gov/pages/smallbusiness/index.aspx
- **Maryland Small Business Development Financing Authority:** https://mmgcapitalgroup.com/
- **Maryland Surplus Property Program:** https://dgs.maryland.gov/Pages/SurplusProperty/index.aspx
- **Maryland Veterans Chamber of Commerce:** https://mdvcc.org/
- **Maryland Women's Business Center *Expanded to connect with Bowie State University:** https://marylandwbc.org/
  - *Angie Duncanson: angie@marylandwbc.org*
- **Maryland Workforce Exchange:** https://mwejobs.maryland.gov/vosnet/Default.aspx
- Maryland Financial Incentives for Businesses
- **Mid-Atlantic Veterans Business Outreach Center (VBOC):** https://midatlanticvboc.com
- **Montgomery County Chamber Community Foundation (MCCCF) Veteran Institute for Procurement (VIP):** https://www.mcccmd.com/veteran-institute-for-procurement.html
- **Procurement Technical Assistance Centers (PTAC)-Maryland:** https://www.aptac-us.org/find-a-ptac/?state=MD (PTACS are changing to APEX Accelerators)
- **Returning Citizens Inspired to Develop Entrepreneurial (RIDE) Ventures:** https://www.edacmorgan.com/about1.html
- **TEDCO's Task Force for Women Entrepreneurs:** https://www.tedcomd.com/women-programs
- **Women Owned and Managed Enterprise Network (WOMEN):** https://www.edacmorgan.com/women-entrepreneurship.html

More Resources Can be Found in this Attachment (Published 2021) https://commerce.maryland.gov/Documents/BusinessResource/maryland-federal-facilities-contracting-guide.pdf



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