

Pathways & Connections

*News and events from the Massachusetts
Supplier Diversity Office (SDO)*



April 2023

Resources for
Diverse and
Small
Businesses

Open Bid
Opportunities
on COMMBUYS

COMMBUYS
Vendor Training
Schedule

Directory of
Certified
Businesses



April is Celebrate Diversity Month

April is something extra-special to us at the SDO because it is recognized as Celebrate Diversity Month! The month is dedicated to celebrating and reflecting on what makes us unique.

The SDO is proud to offer support and remove barriers to help bring diversity to the Commonwealth's bidding process.

"We all should know that diversity makes for a rich tapestry, and we must understand that all the threads of the tapestry are equal in value no matter what their color."

- Maya Angelou

The SDO Wants to Hear About Your Recent Business Success



The SDO is looking for news about new contracts, business growth, and other milestones for SDO-certified diverse and small businesses. Your story might be featured on our website, the Pathways & Connections newsletter, and on our social media feeds!

If you have a success story to share, please [fill out this form](#) and hit the "Submit" button. We would love to hear from you!

Join us for a free Diversity Certification workshop April 12th!



Join the Massachusetts Supplier Diversity Office ([SDO](#)), in partnership with the [Worcester Regional Chamber of Commerce](#) and the [Diverse Professionals Roundtable](#), for a free informational workshop regarding diversity certification through the SDO. Enjoy light breakfast and coffee while learning about the SDO's programs and services, including:

- **Who may be eligible for State certification**
- **How the certification process works**
- **Why State certification may be right for your business**
- **What support the SDO offers after you have received your State certification**

There will be an opportunity to ask questions, meet members of the SDO Diverse and Small Business Engagement and Certification teams, and network with other business owners.

When: Wednesday, April 12th 9:00 - 10:00 a.m.

Where: Worcester Regional Chamber of Commerce- Fuller Conference Room
311 Main St. Suite 200, Worcester, MA 01608

Register here: [Click here for more information](#)

A message from the Massachusetts Health Connector...

MASSACHUSETTS HEALTH CONNECTOR WEBINAR

Health Connector for Business: Affordable, Flexible Health Coverage



FREE WEBINAR

Wednesday, May 10, 2023 | 12:00 - 1:00 PM

Need health insurance for your employees? Learn about health insurance options available to small businesses and your employees through Health Connector for Business.

SIGN UP NOW

<https://malink.co/hcb-webinars-2023>

www.MAhealthconnector.org/business



On May 10th at 12PM, join the Health Connector for Business team for a FREE virtual info session on health insurance options available to small employers and their employees.

If you're a small employer (1-50 FTEs) and want to learn more, register at <https://malink.co/hcb-webinars-2023>.

How to know if you are receiving emails from the SDO

The SDO will periodically reach out to businesses, agencies, and townships to discuss anything from certification to training to bid opportunities.

To ensure the emails you receive are legitimately from the SDO, please see the email names/addresses below. These are the general mailboxes the SDO will send from. This does not include emails from SDO staff members.

If you received an email and are not certain if it was from the SDO, please send any concerns to Webmaster.SDO@mass.gov.

You may receive emails from the SDO under the following email addresses:

Massachusetts Supplier Diversity Office (SDO) - Used for general news, bids, events, and the *Pathways & Connections* newsletter
sdocommunications@notice.anf.mass.gov

Webmaster (SDO) - Used for news and technical inquiries
Webmaster.SDO@mass.gov

SDOCertrak (SDO) - Used for certification news/inquiries
SDOCertrak@mass.gov

No Reply: Supplier Diversity Portal - Used for the Supplier Diversity Hub ("The Hub")
noreply.sdh@ad.autocene.com

Please note: Several of these emails do not accept responses. If you ever need to contact the SDO via email, please send all inquiries to Webmaster.SDO@mass.gov

The Supplier Diversity Hub - an Easy, Free Way to Help Grow Your Business

Diverse and small vendors now have full access to the Supplier Diversity Hub ("The Hub")! Already in use by state agencies, The Hub is a free, new way to help grow your business.

Using The Hub, diverse and small businesses can now receive a number of benefits. Communication between them and prime vendors and contractors is easier, they can receive immediate notifications about new bidding opportunities, and they have instant access to check the status of their SDO certification.

In the coming weeks, diverse and small certified vendors will receive an inquiry from an SDO partner asking about their experiences and questions about The Hub and, if they haven't yet signed up for the Hub, providing information on its many benefits. Your answers will help make The Hub easier and more useful for everyone.

If you are a certified vendor and haven't yet signed into The Hub, please follow the directions below to get started:

1. Open the email you should have received from the Supplier Diversity Hub (it should come from "no reply Supplier Diversity Hub – Commonwealth of Massachusetts").
2. In that email will be a link to change your password. Click it, then use the Username and Reset Code in the email when prompted. Your username (which is also your email address) should be the same one you use to access your certification account. For a video with step-by-step instructions on how to change your password, click here: <https://www.youtube.com/watch?v=SYcRY7QmJ2Y>

3. If you didn't receive an email to set up your account, please visit <https://masdh.autocene.com> to reset your password.
4. Congratulations! You now have access to The Hub!

Once you have signed in, the first thing you need to do is to ensure your information is up-to-date in The Hub so that prime vendors and state agencies can find your business in a search. Follow the instructions below to update your search information:

If you need help, click the "Help" button on the left inside the Hub to see an instructional video.

1. Once signed in, click on your email address in the upper right of your screen.
2. Click on "Edit Profile."
3. Click on "Company Profile."
4. You will need to update your NAICS, CSI, and UNSPSC codes. In many cases, NAICS codes for diverse businesses are already entered.
5. Click on the category you want to update (NAICS Code Search, CSI Code Search, or UNSPSC Code Search) on the left. You will need to update each code individually.
6. Once on the NAICS Code Search screen, put your business category in the "Description" field. Click the "Search" button and select the items on the bottom of your screen that are applicable to your business. Then click the button "Select these Codes" on the right.
7. Once on the CSI Code Search screen, enter your business category in the "Sub Title" field. Click the "Search" button and select the items on the bottom of your screen that are applicable to your business. Then click the button "Select these Codes" on the right.

8. Once on the UNSPSC Code Search screen, put your business category in the "Class Title" field. Click the "Search" button and select the items on the bottom of your screen that are applicable to your business. Then click the button "Select these Codes" on the right.

If you have any questions, please don't hesitate to contact us at webmaster.sdo@mass.gov.

Meet the SDO: Marga Celado, Executive Assistant/Event Coordinator

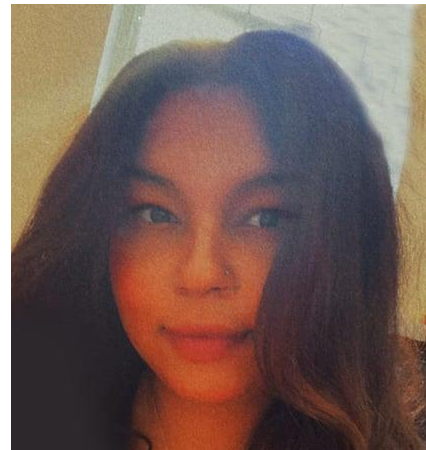
Each month, we feature a different member of our team to share a little bit about themselves and discuss useful information and resources the SDO has available for diverse and small businesses. Please send any questions for the SDO team to robert.keane@mass.gov.

What made you come to work at the SDO?:

While working in the Baker-Polito Administration, I collaborated with SDO and witnessed first-hand the hard work everyone put in to ensure success for businesses owned by minorities, women, Portuguese, veterans, service-disabled veterans, those with a disability, and LGBTQ. Being able to continue assisting these communities was important and joining the SDO has allowed me to learn different ways in how I can help.

Tell us something about you that others may not know:

I was part of the founding class for Beacon Academy.



Favorite quote:

"God's timing is always perfect."

Favorite songs:

Hussle & Motivate by Nipsey
Hussle

Favorite vacation spot:

Dominican Republic

Favorite food:

Latin food

Pet peeve:

Loud chewing

Marga Celado can be reached at
marga.celado2@mass.gov

Last TV Show seen/binged:
The House of Flowers (Netflix)

Dog person or cat person?:
Plant person

SDO Means *Business*

Click here for more!



Diverse Business Certification Updates

SDO certified 42 businesses in March 2023. For a full list of newly-certified businesses, please click [here](#).

REMINDER: SDO certification expires three years after the date of issue and renewal notices are sent via email to the primary contact on file. SDO-certified businesses should [log in](#) and review your



Pre-Certification Webinars

For businesses wishing to apply for SDO certification, attending a Pre-Certification Webinar is a must. This webinar discusses the different types of SDO and SDO-recognized third-party certifications as well as the State certification process.

Registration is now available for webinars from now until June 2023. Sign up [here](#).

contact information periodically to ensure that your certification stays up to date.



New SDO training now available!

Buyer Onboarding - Introduction to SDO Programs and Policies

This class is for new employees or anyone who would like a refresher on SDO programs and policies, and to learn how they relate to state procurement and purchasing.

This class gives an overview of the SDO and covers SDO programs and policies, meeting annual benchmarks, and identifying diverse and small businesses.

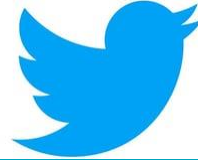
Classes are available on the following dates. All classes are from 9 a.m. - 10 a.m.:

- April 19
- May 24
- June 27

If you are interested in attending a class, [Click Here to register](#) (Class can be found under "SDO - Buyer Onboarding")

If you need special accommodations to fully participate in the training, please email Katherine.L.Thomas@mass.gov for assistance.

Follow us on:



Commonwealth of Massachusetts Supplier Diversity Office (SDO)
1 Ashburton Place
Boston, Massachusetts 02108

Certification HelpDesk: Webmaster.SDO@mass.gov
SDP & SBPP HelpDesk: sdp@mass.gov
Phone: (617) 502-8843

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