

Pathways & Connections

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



December 2022

Resources for
Diverse and
Small
Businesses

Open Bid
Opportunities
on COMMBUYS

COMMBUYS
Vendor Training
Schedule

Directory of
Certified
Businesses

happy holidays

Happy Holidays from the Supplier Diversity Office

No matter how you celebrate this season, we at the SDO wish everyone a happy holidays and a peaceful and prosperous new year!





SDO at DCAMM Certification Event

SDO Executive Director Bill McAvoy (left) talks to the assembled crowd in Lawrence at the Division of Capital Asset Management and Maintenance (DCAMM) Certification Training Event earlier this month.

The event promoted the benefits of certifying with DCAMM and the SDO and upcoming bids in Lawrence, such as the construction of a new police station.



Educating about Certification in Brockton

Working with the Brockton Redevelopment Authority (BRA), representatives from the SDO discussed the benefits of certification and SDO programs at the Cape Verdean Association of Brockton.

*Pictured at the event are (L-R): **Doug Ling**, Manager, Small Business Strong Program Officer, Boston LISC, **Kely Tavares**, Manager of Small Business Development, Brockton Redevelopment Authority, **Algeria Marsh**, Diverse and Small Business Recruitment, Growth, and Retention Coordinator, SDO, **Khady Mascarenhas**, Director of Small Business Development, Brockton Redevelopment Authority, **Amanda LaCroix**, Engagement and Outreach Coordinator, SDO, and **Victoria Downes**, Small Business Strong Manager, Boston LISC*



State Plans to Spend Nearly \$169 Million to Help Small Businesses

Earlier this month, the Baker-Polito Administration announced plans to administer nearly \$169 million to promote small business growth and entrepreneurship in Massachusetts.

This funding, awarded to the Commonwealth of Massachusetts under the State Small Business Credit Initiative (SSBCI), will support new or expanded programs offered by quasi-public agencies MassDevelopment, Massachusetts Growth Capital Corporation (MGCC), and MassVentures that provide access to capital for

small businesses and entrepreneurs. These programs are designed to target small businesses, especially those owned and controlled by economically and socially disadvantaged individuals.

“This major federal investment will directly benefit our economy by empowering small businesses and entrepreneurs in Massachusetts – especially our smallest and underserved businesses – with the capital they need to grow,” **said Housing and Economic Development Secretary Mike Kennealy**. “MassDevelopment, Massachusetts Growth Capital Corporation, and MassVentures already play a critical role advancing equitable business growth in the Commonwealth, and this funding will allow these agencies to expand their loan offerings to reach more companies.”

[Click here for the full press release from the Executive Office of Housing and Development.](#)

To learn more about these and other available resources, visit massdevelopment.com, empoweringsmallbusiness.org, and mass-ventures.com.

The Supplier Diversity Hub - How to Set Up a Vendor Account

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 new way to communicate with vendors and those looking to grow their supplier diversity programs.

Using The Hub, your business can now receive a number of benefits. Communication between you and prime vendors and contractors is easier, you can receive immediate notifications about new bidding opportunities, and you have instant access to check the status of your certification.

You should have received an email that will give you access to The Hub. Please follow the instructions below to log on to the system and start seeing first-hand what The Hub has to offer:

1. Open the email 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, put 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: Luis Martinez, Certification Investigator

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.

Something about you that others may not know:

I was just a few months away from being a police officer. I was in the Academy at the top of my class for testing, but I had a torn meniscus so I couldn't run or do the physical tests. At another time I was trying out to become a firefighter, but because I have asthma, I didn't have enough lung capacity.

What is a benefit of certification that many businesses may not know?

When a lot of business owners think about certification, they think about benchmarks for state agencies, but they may not know that many Prime Vendors also have their own benchmarks as well. Certification will also get you in front of these contractors, and you can help them reach their own goals in hiring diverse and small businesses.

What advice would you give to a business owner looking to get certified?

Do your research. What are the requirements of your business? For example, we



Favorite quote: "Dissatisfaction should lead to innovation and solutions."

Favorite vacation spot: Puerto Rico

Favorite food: A good ribeye or strip steak

Pet peeve: Complaints without solutions

Last TV Show seen/binged: *The Peripheral*

Last Book Read: *The Lady of the Lake* by Andrzej Sapkowski

Dog person or cat person?: Dog person

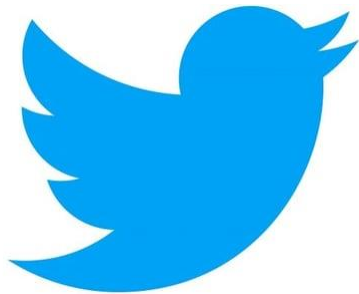
What made you come to work at the SDO?:

Before coming to the SDO, I was working in litigation support

sometimes see electricians which have "LLC" in their name, but they don't have a master license, which is a requirement of being an LLC. Sometimes when applying for certification, they will find out things about their industry that has nothing to do with certification specifically, but in the end will make them a better business.

and then I was running reports for another state agency, which just wasn't for me. I find that working with smaller businesses trying to make them successful, is much more rewarding.

Luis Martinez can be reached at Luis.J.Martinez@Mass.Gov.



The SDO is now on Twitter!

The Massachusetts Supplier Diversity Office (SDO) is now on Twitter! Visit us at [@SDO_Mass](https://twitter.com/SDO_Mass) for the latest news on upcoming bids, events, trainings, and other opportunities.



Diverse Business Certification Updates

SDO certified 34 businesses in November 2022. 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 contact information periodically to ensure that your certification stays up to date.

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](#).



Check out these SDO Classes for Buyers:

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.

Using Existing Contracts to Achieve Supplier Diversity Benchmarks

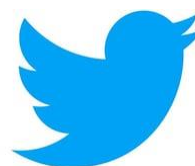
Buyers who are responsible for Requests for Quotes (RFQs), those with a Purchaser role in COMMBUYS or anyone who wants to learn more about achieving SDP benchmarks are encouraged to attend.

SDO - Supplier Diversity Hub – Getting Started

This class is for Supplier Diversity Officers, Chief Procurement Officers, and procurement staff and provides an overview of the Supplier Diversity Hub.

For more information visit the SDO training Webpage.

Follow us on:



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