

Pathways & Connections

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



June 2023

Resources for
Diverse and
Small
Businesses

Open Bid
Opportunities
on COMMBUYS

COMMBUYS
Vendor Training
Schedule

Directory of
Certified
Businesses

June is Pride Month

Please join us at the SDO as we celebrate Pride Month!. [Learn more about Pride Month](#) (such as why we celebrate it in June).



Juneteenth - June 19

Please join us as we commemorate the Juneteenth holiday! [Learn more about Juneteenth and planned celebrations around Boston.](#)

The SDO Celebrates Supplier Diversity Excellence with Award Ceremony

Earlier this month, the SDO recognized the state departments and vendors who represented the best in supplier diversity in FY2022 with an award ceremony at UMass Boston.

Awards were given for promoting the SDO's mission of fairness and equity in the state bidding process and recognized more than 40 organizations. Speaking at the event were the Governor's Deputy Chief of Staff for Access and Opportunity Marcony Almeida-Barros and Secretary of the Executive Office for Administration and Finance Matthew Gorzkowicz, who emphasized the importance of supporting underserved businesses in the Commonwealth.

The SDO congratulates the award winners:

Executive Office Of Education (EOE), for meeting their minority, women, veteran, and small business benchmarks for five years in a row

Office of the Chief Medical Examiner, for meeting their minority, women, veteran, and small business benchmarks in FY22

Executive Office for Administration & Finance (A&F), for meeting its minority, women, veteran, and small business benchmarks in FY22

Black Economic Council of Massachusetts (BECMA), as the SDO's Community Partner of the Year

Disabled Persons Protection Commission, for achieving the benchmarks for minorities, women, veterans, and small businesses as an independent agency

Division of Capital Asset Management and Maintenance (DCAMM), for exceeding the benchmark for veteran spending by nearly 50 percent

Vigil Electric Company, as the diverse business that has been certified the longest. Vigil has been consistently certified as a minority-owned business since 1979!

The following awards went to certified diverse businesses with top sales in FY22 in their respective categories:

- **Watermark Environmental (DOBE)**
- **Archipelago Strategies Group (LGBTBE)**
- **Brockton Area Multi-Services (MBE)**
- **Commodore Builders (VBE)**

- **Justice Resource Institute** (WBE)
- **Last Call Media**, for the Small Business Purchasing Program (SBPP)

Other organizations and agencies were given citations from the Governor's office for their work towards supplier diversity.



Scenes from the SDO Awards for Supplier Diversity Excellence earlier this month.

SDO at the SBA



SDO Executive Director Bill McAvoy (center) with Mike Vlacich, Regional Administrator for the US Small Business Administration (SBA) (left) and George Ramirez, Executive Director of the Lawrence Partnership. The three were seen at the SBA Merrimack Valley Access to Capital and Resources Matchmaker event in Lawrence.

We Want to Hear About Your 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, or 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!

SDO at MASSBUYS Expo



Members of the SDO were happy to be at this year's MASSBUYS Expo! Pictured are SDO Director of Government Relations and Community Affairs Rob Williams (left) with Keemo Ceesay, President of CAM Office Services.

Don't Miss these Upcoming Events!

Check out these upcoming opportunities to network and grow your business:



- June 20: Offshore Wind Ready: One-day free seminar about how to get involved in the growing offshore wind industry [Register](#)
 - June 30: Berkshire Small Business Expo [Register](#)
 - July 20: BizGrow Conference (Free one-on-one legal advice) [Register](#)
-

Check Out these Current and Future Bids!

- **FAC122: Landscaping Products, Parks and Recreation Equipment and Related Products, Supplies and Services**, replacing FAC104. [Link to the Intent to Post.](#)
 - **FAC126: Records Management, Storage and Archiving Services**, replacing FAC96. [Link to the Intent to Post.](#)
 - **FAC127: Moving and Storage Services**, replacing FAC96. [Link to the Intent to Post.](#)
 - **OFF51: Art and Instructional School Supplies**, replacing OFF45. [Link to the Bid.](#)
 - **VEH119: Road Salt**, replacing VEH107. [Link to the Bid.](#)
 - **TRD04: Tradespersons Installation, Repair, Maintenance Services** to be reopened to add a new category for Biohazardous Site Cleaning and Restoration Services. [Link to the Intent to Post.](#)
 - **FAC119: Maintenance Repair and Operations (MRO) Retail Products and Supplies.** [Link to the bid.](#)
 - **FAC124: Building Maintenance Repair and Operations Project Material and Supplies.** [Link to the Intent to Post.](#)
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***How to Know if Your Emails
from the SDO are Legitimate***

***Not sure if the email you received
is real or fake?
read below to know how to
tell the difference***

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 as well as public buyers is easier, they can receive immediate notifications about new bidding opportunities, and they have instant access to check the status of their SDO certification.

Diverse and small certified vendors may have received (or will soon 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. Visit <https://masdh.autocene.com> to reset your password.
2. Your username (which is also your email address) should be the same one you use to access your certification account.
3. For a video with step-by-step instructions on how to change your password, click here: <https://www.youtube.com/watch?>
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: Amanda LaCroix, Director of Programs and Engagement

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 want to work at the SDO?

It was important to me that I work for a mission-driven organization with goals that aligned with my personal beliefs. I shop from small, locally owned diverse businesses whenever possible, and I'm happy to be able to bring that same energy to my work.

What advice do you have for businesses looking to be certified?

Have a goal in mind and make it SMART – specific, measurable, achievable, relevant, and time-bound. Just saying “I want to do business with the Commonwealth” is not SMART and won't get you to where you want to be. Do your research (for instance, what contracting opportunities are generally available for businesses that sell your good or service?), invest time in attending training sessions, and set clear objectives with deadlines to set yourself up for success.

Tell us something about certification that other businesses may not know:

Obtaining your diversity certification isn't the end of your journey, it's the beginning! Update your website (SEO--Search Engine Optimization--is so important), capabilities statement, business cards, email signature, social media, and bios to reflect your new certification status. Not only are organizations in the public and private sectors seeking diverse vendors to add to their rosters, but conscious consumers are looking for those certifications when doing internet searches when



Favorite quote:

"Be a rainbow in someone's cloud." - Maya Angelou

Favorite song:

Pray (I'll be Your Man), BTOB

Favorite vacation spot:

Disney World

Favorite food:

Pad kee mao

Pet peeve:

Wet socks

Last TV Show seen/binged:

Start-Up (South Korean TV series)

Last book read:

Jurassic Park by Michael Crichton
(I read it once a year)

Dog person or cat person?

I love both, but I have a cat named Isaac who I take on neighborhood walks in a stroller

they are looking for everything from toothbrushes to landscaping companies.

Amanda LaCroix can be reached at amanda.lacroix3@mass.gov.

Tell us something about you that others may not know:

When I was 12, I auditioned for the PBS TV show 'Zoom' by reciting an original poem and got a callback! I ended up not going to the callback because they filmed the show during summer vacation and I was going to be visiting my aunt in Tasmania, but I think it could've been my big break.

SDO Means *Business*

Click here for more!



Diverse Business Certification Updates

SDO certified 38 businesses in May 2023. For a full list of newly-certified businesses, please click [here](#).



Pre-Certification Webinars

For businesses wishing to apply for SDO certification, attending a Pre-Certification Webinar is a must. This webinar

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.

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 through December 2023. Sign up [here](#).



New SDO training now available!

Unlocking opportunities: How to make your State Certification work for you

Congratulations on getting your state certification! You may now have questions on the benefits on certification and how you can use it to help grow your business. This class is designed to help answer those questions and many more.

This class is designed for currently ***certified*** vendors to learn more about using your state certification to access, create, and develop opportunities within the Commonwealth. It will cover SDO programs, exploring business opportunities, creating SDP partnerships, and no-cost resources available to help grow your business.

This class is available on these dates:

- June 22, 9:00 - 11:00 a.m.
- July 18, 9:00 - 11:00 a.m.
- August 15, 9:00 - 11:00 a.m.

Class size is limited! Please register in advance.

If you are interested in attending a class, [Click Here to register](#). You will need to provide your client ID from the SDO Portal at time of registration. Once registered, you will receive a confirmation email.

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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