

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



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



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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 Digital 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!



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)



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.](#)



EVENT SCHEDULE

STRATEGIES TO LEVERAGE BUSINESS CERTIFICATIONS FOR GROWTH AND PROFITABILITY

8:55AM - 9:55AM EST

MODERATOR:



Danielle Davis
Veteran-Owned Small Business Enterprise (VSBE) Program Compliance Manager
Governor's Office of Small, Minority & Women Business Affairs
danielle.davis2@maryland.gov

PANELIST(S):



Lily Milliner
Chief Executive Officer
Build IT Up, LLC & HUBZone National Contractor Council
lily@build-it-up.com



Patricia Caroline Henson
Business Development Specialist
Small Business Administration, Baltimore District Office
patricia.henson@sba.gov



Anna Urman
Director, Strategic Outreach and Communications
U.S. Department of Veterans Affairs
anna.urman@va.gov

STRATEGIES TO WIN FEDERAL CONTRACTS

10:00AM - 11:00AM EST

MODERATOR:



Joseph Wynn, USAF Vietnam-Era Veteran
President/CEO, VETS Group
Vice Chair VET-Force Executive Committee
joewynn@vetsgroup.org

PANELIST(S):



Juanita Hunt
Small Business Professional 316th Wing
Small Business Office Joint Base Andrews – Naval Air Facility Washington
juanita.hunt.2@us.af.mil



Erica Dobbs
President/CEO
Dobbs Defense Solutions
erica@thinkd2s.com



Alisa Sheard
Deputy Director WOSB Federal Contract Program Director
Small Business Administration
Alisa.Sheard@sba.gov



Cynthia Thompson
Assistant Small Business Deputy Director
Office of Small Business Programs
Naval Air Warfare Center Aircraft Division (NAWCAD)
cynthia.m.thompson@navy.mil



Irma Alvarez-Alexander (Supporting C. Thompson for Conference)
Deputy Director
Office of Small Business Programs
Naval Air Warfare Center Aircraft Division (NAWCAD)
irma.e.alvarez-alexander.civ@us.navy.mil



EVENT SCHEDULE

STRATEGIES TO WIN INFRASTRUCTURE CONTRACTS

11:05AM -12:00PM EST

MODERATOR:



Brittany Young
Small Business Specialist & Woman-Owned Small Business Advocate,
Procurement Assistance Division, OSDBU, Office of the Secretary of Transportation
brittany.young@dot.gov

PANELIST(S):



Angela Washington
Supervisory Business Development Specialist
Minority Business Development Agency, US Department of Commerce
awashington@mbda.gov



Mandy Wylie
Small Business Specialist
US Department of Transportation
mandy.wylie@dot.gov



Mariia Zimmerman
Strategic Advisor for Technical Assistance
Thriving Communities Program
mariia.zimmerman@dot.gov

STRATEGIES FOR PROFITABLE PARTNERSHIPS: FINDING AND BIDDING ON SUBCONTRACTS

1:00PM -2:10PM EST

MODERATOR:



Nancy Peters
Small Business Advocate & CACI-Retired
Women Veteran Entrepreneurs of Color Contributor
rooppeters@outlook.com

PANELIST(S):



Diane Dempsey
Director, Small Business Programs
Intelligence & Security
BAE Systems, Inc.
diane.dempsey@baesystems.com



Omar S. Muhammad
EN-TRE-PRE-NEUR & Director
Morgan State University's Entrepreneurial Development & Assistance
Center (EDAC)
omar@edacmorgan.com



Wayne Pizer
Executive Director - Small Business
CACI International, Inc
wayne.pizer@caci.com



Muriel Garr
Senior Vice President
Supplier Diversity Director / Truist Bank
muriel.garr@truist.com



Elden W. Hawkes, Jr.
America's Seed Fund: SBIR & STTR
Small Business Administration
elden.hawkesjr@sba.gov



EVENT SCHEDULE

STRATEGIES TO DO BUSINESS OVERSEAS

2:15PM - 2:45PM EST

MODERATOR:



Michael K. Jackson
Senior International Trade Specialist
Baltimore Export Assistance Center, U.S. Commercial Service-Maryland
U.S. Department of Commerce | International Trade Administration
michael.jackson@trade.gov

PANELIST(S):



Debra Brown
Lender Relations & Economic Development Specialist
Small Business Administration-Baltimore District Office
Debra.brown@sba.gov



Jonathan Brady
Lead Business Development Specialist
EXIM Bank's MWOB Outreach Group
jonathan.brady@exim.gov



Brian Castleberry
Senior Regional Manager - Middle East, Africa and UK
Office of International Investment and Trade
Department of Commerce
brian.castleberry@maryland.gov

TRUIST, MORGAN EDAC, AND WVE RESOURCES

2:50PM - 3:25PM EST

MODERATOR:



Calan Charlton
CRA Strategic Program Manager [Learn more about our services from 2022-2023 through the video below!](#)
Truist Mid-Atlantic
calan.charlton@truist.com

PANELIST(S):



Sonya Y. Hopson, PMP CSP
Chief Executive Officer
Sage Services Group LLC
sonya@sageservicesgroupllc.com



Nick Rudolph
Baltimore Regional Director
Maryland Capital Enterprises, Inc.
nrudolph@marylandcapital.org



Carla Nelson Chambers
Managing Principal
The Nelson Ideation Group
canc@nelsonideation.com



EVENT SCHEDULE

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

MODERATOR:



Carolyn Campbell
Chief Operating Officer
Strategic Alliances Group, Inc
Carolyn.Campbell87@hotmail.com

PANELIST(S):



Zhen Xiao, Ph.D.
Sr Director, Partnership and Strategy
NIH and Life Sciences
zhen.xiao@leidos.com



Shelly Thomas
Subcontracting Program Manager
Department of Health and Human Services
shelly.thomas@hhs.gov



Annette Owens-Scarboro
Program Manager (Small Business)
National Institutes of Health (NIH)
scarbora@od.nih.gov



LaTonya Dent
Small Business Professional
HHS | OSDDBU
Supporting Centers for Disease Control and Prevention & Administration for Children and Families
latonya.dent@hhs.gov

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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Podcast/ Webinar Speaker: Find and Click on the Names highlighted in RED to View their WVE Podcast or WVE Webinar on our Youtube Channel!



Name	Business Email	Company Information
 Adrienne M. Somerville	www.tts-c.com	<u>Talent & Technical Solutions Corporation</u>
Alexes Jones	alexes.jones@qkemtransportation.com	<u>QKEM Transportation</u>
Alicia Thomas	alicia.mdscre@mdschomes.com	<u>MDSC Management LLC</u>
<u>Alicia Browyn Gray</u>	illuminateyourpathllc@aol.com	<u>Illuminate Your Path, LLC</u>
Alishia Tate	tatedenee@gmail.com	*Aspiring Entrepreneur
Allison Willard	willard_allison@yahoo.com	*Aspiring Entrepreneur
Angel Magruder, PMP	Holdyalane.llc@outlook.com	<u>Hold Ya Lane LLC</u>
Angela Phillips	accordingtoangela@gmail.com	<u>The Event Specialists</u>
Antavia Grimsley	mharrisagency@gmail.com	<u>M Harris Agency LLC</u>
 C. Nicole Orr	corr@acpackandship.com	<u>A&C Pack and Ship, LLC</u>
Candace Washington	info@restorativemindswellness.com	<u>Restorative Minds Therapeutic & Wellness Services</u>
Carolyn Carlson	info@data-clear.com	<u>Data-Clear</u>
Charnte Bowman	bowmancml@gmail.com	<u>Traveling Toddlers</u>
Christine Bailey	Aroundwegotravels@gmail.com	<u>Around We Go Travels</u>
Danielle Bostic, LCSW-C	dbostic@thebosticproject.org	<u>The Bostic Project, LLC</u>
Danielle Bryant	danielle@anewescape.com	<u>A New Escape</u>

*Individuals with the tag of "Aspiring Entrepreneurs" may still be in the planning phases of their businesses or did not send in information about their respective by the original booklet deadline.



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Podcast/ Webinar Speaker: Find and Click on the Names highlighted in RED to View their WVE Podcast or WVE Webinar on our Youtube Channel!



Name	Business Email	Company Information
Deborah Talley	debbie.m.talley@gmail.com	*Aspiring Entrepreneur
Delayna Watkins	hello@womenswellnesslounge.org	<u>Women's Wellness Lounge, Inc.</u>
Diamond Snowden	Unbreakablediamonds89@gmail.com	<u>Unbreakable Diamonds LLC</u>
 <u>Donya Zimmerman</u>	Info@ultimatebizconference.com	<u>The Ultimate Biz Consultants</u>
 Elder Jacqueline V. Norris Baker	jvbconsultingenterprise@gmail.com	<u>National Resource Center for African American Women in Transition</u>
Erisha Smith	hghlogisticsgroup@gmail.com	*Aspiring Entrepreneur
Esther Obioha	goldentouchnursing@yahoo.com	<u>Golden Touch Health Care LLC</u>
Felicia Kelso, PhD	info@drfeliciakelso.com	<u>I-DIVE, Reasonable Accommodation & DEI Solutions</u>
Guyane Massiah	info@ariesstrategicsolution.com	<u>Aries Strategic Solution</u>
Hansina Edwards	sweethavenprofservices1@gmail.com	<u>Sweet Haven Professional Services, LLC</u>
<u>Hyacinth Tucker</u>	info@laundrybasketdelivery.com	<u>The Laundry Basket LLC</u>
<u>Isha Taylor</u>	breakingthepsychle@gmail.com	<u>Breaking the Psychle, LLC</u>
Jaree Cottman, LCSW-C	jaree@therapywithjaree.com	<u>Afya Counseling & Wellness Services</u>
Jennene Biggins	jbiggins@dansodigitalmediagroup.com	<u>Danso Digital Media Group, Inc.</u>
Jillian Constantine Noel	jilliancnoel@gmail.com	*Aspiring Entrepreneur
Justine Earl	Jearl@brazenconsults.com	<u>Brazen Consulting & Accounting.</u>

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Name	Business Email	Company Information
Katrina Cousins	thebejeweledteeshirt@gmail.com	<u>The Bejeweled Tee Shirt</u>
Keri Pugh	info@lifeinaclutch.com	<u>Life in a Clutch</u>
Kieara C. Doughty	doughtykieara@gmail.com	KDS Logistics LLC
Kimberly Bannister	kbannister16@gmail.com	<u>Bannister Business Solutions LLC</u>
Kirsten Allen	Connect@brazenconsults.com	<u>Brazen Consulting and Accounting</u>
Larryette Reid	care@resiliencenotary.net	<u>Resilience Notary Mobile Services LLC</u>
 Latrece Porcher	lquander@equa.us	<u>Equa, LLC</u>
 Lula M. Heatley	lheatley@truintegritycounseling.com	<u>Tru Integrity Wellness and Counseling Center LLC</u>
 Maajida Murdock	mmurdock@StrictlyAcademicMD.com	<u>Strictly Academic</u>
Marcia Tucker	mtucker@martucks.com	<u>Martucks Consulting LLC</u>
 Marilyn Ragin	M.Ragin@sanmarsolutions.com	<u>SanMar Solutions LLC</u>
Mellanie Lee	behindthesmilelife@gmail.com	<u>Behind the S.M.I.L.E.</u>
 <u>Michelle D. Powell</u>	info@souljourneytravel.com	<u>Soul Journey Travel</u>
Miranda Welch	Lorene7520@gmail.com	*Aspiring Entrepreneur
Myown Holmes	myownh@socially-polished.com	<u>Socially Polished</u>
Naidia Carter-Smith	info@womensbusinessconnection.net	*Aspiring Entrepreneur

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Podcast/ Webinar Speaker: Find and Click on the Names highlighted in RED to View their WVE Podcast or WVE Webinar on our Youtube Channel!



Name	Business Email	Company Information
Nancy Clark	Hello@pureimaginationconsulting.com	<u>Pure Imagination Consulting</u>
<u>Naomi Evans</u>	nevans@nepremierrealty.com	<u>NE Premier Realty</u>
Natasha Gordon	rgfenterprises.llc@gmail.com	RGF Enterprises, LLC
Nerissa Malloy	info@nerissamalloy.com	<u>Nerissa Malloy LLC</u>
Nichole Banks	Teencheck.hoco@gmail.com	*Aspiring Entrepreneur
Nicole Earle	dominionrellc@gmail.com	<u>Dominion Real Estate, LLC</u>
Nykaa Brannum	nailsxkaature@gmail.com	*Aspiring Entrepreneur
Patricia Williams Dockery	patriciawlessane@gmail.com	<u>The Lessane Group</u>
Phaedra Aguilar	gb_concepts@yahoo.com	GB Concepts
 <u>Rosalind Robinson-Ambrose</u>	lsi3properties@lsi3propertiesllc.com	<u>LSI3 Properties, LLC</u>
Rose E. Joshua, Esq	joshualaw@sbcglobal.net	*Aspiring Entrepreneur
Roslyn Davis	Info@RoDabs.com	<u>RoDa Business Solutions</u>
Sierra Copper	coppersierras@gmail.com	*Aspiring Entrepreneur
Sjonna Wesley	Sjonnascreations@gmail.com	DNB Eastern Shore Kitchen
Stacia Dashiell	Abeautifulu2019@gmail.com	<u>A Beautiful U Beauty Supply</u>
<u>Tanya M. Taylor</u>	tanya@egwealth.info	<u>EG Whiteley Ent</u>

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Podcast/ Webinar Speaker: Find and Click on the Names highlighted in RED to View their WVE Podcast or WVE Webinar on our Youtube Channel!

Name	Business Email	Company Information
<u>Tatianna Blackett</u>	tatiannabm@gmail.com	<u>Lily B</u>
<u>Terrina Taylor</u>	Terrina@TerrinaTaylor.com	<u>The Payments Connoisseur</u>
<u>Tiffany Lymon</u>	clients@tiffanyignites.com	<u>Tiffany Ignites, LLC</u>
Veron Smith	v12916@hotmail.com	*Aspiring Entrepreneur
Vicki Davis	vdavis@vickidavisgroup.com	<u>Vicki Davis Group</u>
Victoria Buggs	ctr4hess@gmail.com	<u>Center for Health Educators and Safety Specialists, LLC</u>
Victoria Cox	Visionworkersllc@gmail.com	Vision Workers LLC
Victoria White	victoria.white@tae-vet.com	*Aspiring Entrepreneur
Virginia Ramsey	info@yourcommunitycleanup.com	<u>Your Community Cleanup Crew</u>
Zaharah Ayisha Valentine	elitereconstruction@gmail.com	Elite Reconstruction, LLC (General Contracting & Dump Truck Hauling)



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)
<https://www.youtube.com/watch?v=oKGh2vAtriE>

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Name	Email	Business or Agency
Allison Tavik	alison.tavik@maryland.gov	<u>Governor's Office of Small, Minority & Women Business Affairs</u>
Andrea Jackson	amgjackson@gmail.com	Maryland Military-Veteran Women Business Conference
Angie Duncanson	angie@marylandwbc.org	<u>Maryland Women Business Center</u>
<u>Arthenia LeFlore</u>	arthenialeflore@gmail.com	Government Contracting Consultant
Baltimore Metropolitan Women's Business Center	ann.frank@morgan.edu	<u>Baltimore Metropolitan Women's Business Center</u>
<u>Barbara Ashe</u>	bashe@nationalvip.org	<u>Veteran Institute for Procurement (VIP)</u>
Brittany Young	brittany.young@dot.gov	<u>OSDBU Office of the Secretary of Transportation</u>
Carla Chambers	canc@nelsonideation.com	<u>The Nelson Ideation Group, LLC</u>
<u>Caroline Henson</u>	patricia.henson@sba.gov	<u>US Small Business Administration</u>
Crystal Showell	crystal.showell@jollycare-rs.com	Jollycare-rs (In Process)
Dana Burl	dana.burl@maryland.gov	<u>Maryland Department of Veteran Affairs</u>
<u>Danielle Davis</u>	danielle.davis2@maryland.gov	<u>Governor's Office of Small, Minority & Women Business Affairs</u>
Danielle Frisby	hello@unboxingchange.com	<u>UnBoxing Change</u>
Dawn Tucker	info@ltmctraining.com	<u>Lord and Tucker Management Consultants, LLC</u>
Debora Nelson	for.my.legacy.llc@gmail.com	<u>For My Legacy, LLC</u>
<u>Denise Hayes</u>	denise.hayes@sba.gov	<u>Small Business Administration (Baltimore Office)</u>
Eduardo Hayden	eduardo.hayden@maryland.gov	<u>Governor's Office of Small, Minority & Women Business Affairs</u>
Emmett Roberts	emmett@mdvcc.org	<u>Maryland Veterans Chamber of Commerce</u>
Jennene Biggins	jennene@jbigginsconsulting.com	<u>Danso Digital Media Group</u>
Joe Wynn	joewynn@vetsgroup.org	<u>VETS Group Information Technology Academy</u>
<u>Laurie M. Sayles</u>	Laurie@CivilityMS.com	<u>Civility Management Solutions</u>



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Podcast/ Webinar Speaker: Find and Click on the Names highlighted in RED to View their WVE Podcast or WVE Webinar on our Youtube Channel!

Name	Email	Business or Agency
<u>Likia Hawkins</u>	lthawkins@steelpoint-llc.com	<u>SteelPoint Solutions LLC</u>
Lisa Twilley	ltwilley@marylandcapital.org	<u>MD Capital Enterprises Women's Business Center</u>
<u>Lonnette Bryan</u>	lbryan@gsafederalsolutions.com	<u>GSA Federal Solutions</u>
<u>Lucinia F. Mundy</u>	mundyl@meetcharlescounty.com	<u>Charles County (Maryland) Economic Development</u>
Mary Lee Kolich	mlkolich5874@gmail.com	<u>Baltimore Metropolitan Women's Business Center</u>
Maryland Capital Enterprises Women's Business Center	ltwilley@marylandcapital.org	<u>MD Capital Enterprises Women's Business Center</u>
Maryland Women's Business Center	info@marylandwbc.org	<u>MD Women's Business Center</u>
<u>Marylyn Harris</u>	marylyn@Harrland.com	<u>Harrland Healthcare</u>
<u>Michael K. Jackson</u>	michael.jackson@trade.gov	<u>U.S. Commercial Service Baltimore</u>
<u>Nick Rudolph</u>	nrudolph@marylandcapital.org	<u>MD Capital Enterprises, Inc.</u>
<u>Pallavi Gowda</u>	drpallavigowda@gmail.com	<u>Premier Health LLC</u>
Pamela Minor	pamela@pamminorconsults.com	<u>Maryland Procurement Technical Assistance Center</u>
<u>Roslyn Davis</u>	roslyn.davis@rodabs.com	<u>RoDa Business Solutions</u>
Roslyn Jones	roslyn.jones1@maryland.gov	<u>MD Department of Veterans Affairs</u>
Sharon Jacobs	sharonbjacobs@strategicalliancesgroupinc.com	<u>Strategic Alliances Group, Inc</u>
<u>Sonya Hopson, PMP CSP</u>	sonya@sageservicesgroupllc.com	<u>Sage Services Group, LLC</u>
<u>Stephanie Chin</u>	media@fearless.tech	<u>Hutch Studio</u>
Steven Colella	scolella@umd.edu	<u>Mid-Atlantic Veterans Business Outreach</u>
<u>Summer Bazemore</u>	sbazemore@ey3.tech	<u>EY3 Technologies</u>
<u>TeKesha Jamison</u>	info@thecubecowork.com	<u>The Cube Cowork</u>
<u>Venessa Noel</u>	vmknessa@gmail.com	<u>Kleanliness Services, LLC</u>
<u>Wayne Pizer</u>	wayne.pizer@caci.com	<u>CACI</u>
Yvette Racks	yvette.racks@morgan.edu	<u>Morgan State University Entrepreneurial Development & Assistance Center (MSU EDAC)</u>



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.



BUSINESS LEGISLATION

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[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_FULLL.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>



SMALL BIZ BASICS

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 (OSDBU):** <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>



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.mcccfd.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>



CONFERENCE COUNSEL

GRAPHIC DESIGN OF BOOKLET CREDITED TO LTMC



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