

Over \$2.8 trillion dollars annually from majority-women-owned firms coupled with the more than 23 million people who are employed directly and indirectly by these firms again proves that women-owned firms are not a small, niche market but are a major contributor and player in the overall economy.

*Center for Women's Business Research, 2009*

## Other Business Women-Owned Business Certification

### STATE OR LOCAL:

- Department of Commerce Service  
Disable Veteran and Minority Business Enterprise
- Department of Transportation  
Disadvantaged Business Enterprise
- City of Milwaukee
- County of Milwaukee
- City of Madison
- County of Dane

### FEDERAL PROGRAMS:

- SBA 8(a) Business Development Program
- SBA Hubzone Program
- US Department of Transportation

### NON-GOVERNMENTAL:

- Women Business Enterprise National Council
- National Women Business Owners Corporation

### Division of Business Development

201 West Washington Avenue  
PO Box 7970  
Madison, WI 53707-7970  
phone: (608) 267-0297  
fax: (608) 266-6151  
[www.commerce.wi.gov](http://www.commerce.wi.gov)

## Woman-Owned Business Enterprise Certification



# Obtain a WBE Application

- **DOWNLOAD APPLICATION OR APPLY ON-LINE:**  
<http://commerce.wi.gov/BD/BD-WBECertification.html>
- **CONTACT BY PHONE:**  
 608-267-0297
- **CONTACT BY E-MAIL:**  
[carol.dunn@wi.gov](mailto:carol.dunn@wi.gov)



## Web Site Resources:

- [Frequently Asked Questions about the WBE Application Process](#)
- [Checklist of documents that need to be submitted with application based upon the applicant's business structure](#)
- [Administrative Code 104 outlining the requirements of the WBE certification](#)
- [Events of interest to WBE applicants](#)
- [On-line Webcast "Maximizing the Value of Your WBE Certification"](#)

# Woman-Owned Business Enterprise Certification

The State of Wisconsin is now a woman-owned business certifier and is committed to providing women-owned businesses with a credible certification that validates their business ownership. The program, administered by the Wisconsin Department of Commerce's Business Development Division, was established in order to facilitate contracting capabilities for women with both the public and private sector.

**WBE CERTIFICATION:**  
 In today's competitive market, women-owned businesses must find ways to expand their markets.



While a Woman-owned Business Enterprise (WBE) Certification does not guarantee contracting opportunities, it does provide advantages when combined with a strategic marketing plan. As a woman-owned certified business, you pitch your

value to government and/or corporations that have goaling requirements for doing business with certified diversity suppliers.

**PRE-CERTIFICATION SELF ASSESSMENT:**  
 Prior to applying, an applicant should evaluate the benefits to the business in being certified as a woman-owned business enterprise. If your business provides a service or supplies a product that is needed by either the government or a large corporation, then certification may be right for you. A pre-certification self-assessment is available on the department's web site.

**ELIGIBILITY CRITERIA:**  
 A business must be at least 51% owned, controlled and actively managed by a woman or women applicants.

**APPLICATION PROCESS:**  
 Instructions about the application process can be found on the department's website or by contacting the Womens Business Ombudsmana at 608-267-0297. Please keep in mind that the department must review and analyze proprietary financial documents to determine your eligibility. Processing time is four to six weeks. The department may request additional documents to substantiate the eligibility of an applicant.

**WBE CERTIFICATION FEE:**  
 The cost for the three year certification is \$150. The fee is \$100 for businesses already certified through the Wisconsin Department of Transportation as a Disadvantaged Business Enterprise (DBE) or the Wisconsin Department of Commerce as a Minority Business Enterprise (MBE) or as a Service-Disabled Veteran Enterprise (DVE).