

# Supplier Diversity Office



## Commonwealth of Massachusetts Supplier Diversity Office (SDO)



Meghan G. Costa, Construction Programs Lead  
[Meghan.Costa@mass.gov](mailto:Meghan.Costa@mass.gov)

# Overview of the SDO



***SDO Mission: To promote diversity, equity and inclusion in state contracting by certifying minority, women, Portuguese, veteran, service-disabled veteran, disability, LGBT-owned, and small Massachusetts businesses and connecting them with business opportunities and resources.***

## **The SDO:**

- Serves as a gateway for businesses interested in accessing a wide range of diverse and small business programs.
- Coordinates the Commonwealth's diverse and small business programs.
- Is being more intentional in promoting and facilitating business opportunities for diverse businesses
- Offers resources for institutional diverse and small business programs.
- Reports on the diverse and small business program results on behalf of the Commonwealth.

# 3% Veteran Business Goals for Commonwealth Procurements

Construction and Design Services Procurements: Effective January 1, 2025, the SDO is issuing a three percent (3%) Veteran Business goal for all state and state-assisted design and construction projects costing more than \$150,000.



William M. McAvoy  
Executive Director

THE COMMONWEALTH OF MASSACHUSETTS  
Executive Office of Administration and Finance  
Supplier Diversity Office  
One Ashburton Place, Suite 1017  
Boston, MA 02108-1552

Maura Healey,  
Governor  
Kim Driscoll,  
Lieutenant Governor  
Matthew Gorzkowicz,  
Secretary

## Memorandum

**To:** Secretariat and Agency Supplier Diversity Officers, Chief Procurement Officers and Chief Financial Officers

**Cc:** Cabinet Secretaries, Agency Heads, Chiefs of Staff and General Counsels

**From:** Bill McAvoy, Executive Director, Supplier Diversity Office (SDO)

**Date:** November 27, 2024

**RE:** Veteran Business Goals for Commonwealth Procurements

The Supplier Diversity Office (SDO) hereby informs all Executive Agencies about participation goals for Veteran-owned (VBE) and Service-Disabled Veteran-owned (SDVOBE) businesses (jointly "Veteran Business(es)") in procurements for commodities and services and design and construction projects. Please be aware that the following participation goals also apply to agencies that provide funding to municipalities for design and construction projects.<sup>1</sup>

**Construction and Design Services Procurements:** Effective January 1, 2025, the SDO is issuing a three percent (3%) Veteran Business goal for *all state and state-assisted design and construction projects costing more than \$150,000*.<sup>2</sup>

This means that Executive Agencies, including those providing funding to municipalities for design and construction, must include the three percent (3%) combined Veteran Business goal in their design and construction procurements and contract documents for such projects. This Veteran Business goal is a separate and an additional goal established by SDO and is not part of nor does it affect the existing Affirmative Marketing Program (AMP) for Minority Business Enterprises (MBE) and Women Business Enterprises (WBE) participation in design and construction projects.<sup>3</sup>

The SDO issued guidelines for state-assisted construction and design projects conducted pursuant to the [Municipal Construction Affirmative Marketing Program](#) (MCAMP). This guidance document reflects this three percent (3%) Veteran Business goal and also references the goal-setting process for MBEs and WBEs.

<sup>1</sup> Pursuant to MGL c. 7, s. 61(k), the Supplier Diversity Office (SDO) "shall, every 3 years and in consultation with the Department of Veterans' Services, establish goals for the participation of Service-Disabled Veteran-owned businesses and Veteran-owned businesses in all areas of state procurement contracting, including contracts for public construction, design services and commodities and service."

<sup>2</sup> This threshold level is subject to change.

<sup>3</sup> The Division of Capital Asset Management and Maintenance (DCAMM) is responsible for the management of the Affirmative Marketing Program (AMP) for MBE and WBE participation on DCAMM construction projects (MGL c. 7C, s. 6(h)) and the SDO oversees the Municipal Construction Affirmative Marketing Program (MCAMP) in state-assisted construction projects (MGL c. 7, s. 61(p)). Pursuant to MGL c. 7, s. 61(n) and MGL c. 7C s. 6(d), DCAMM's Commissioner, in consultation with SDO's Executive Director, through the Affirmative Marketing Program establish overall annual program goals applicable to the total dollar amount of contracts awarded to MBE and WBE firms on capital facility projects and state assisted building projects.

# SDO Directory of Certified Businesses

*Where potential partners are found*

The screenshot shows the homepage of the SDO Directory of Certified Businesses. At the top left is the state seal of Massachusetts. The navigation menu includes HOME, WORKSHOP/EVENT SESSIONS, DIRECTORY OF CERTIFIED BUSINESSES (which is highlighted), and COMMBUYS. The main heading is "Directory of Certified Businesses" with a sub-heading "Search the Directory". Below this are three buttons: "Search the Directory →", "Download the Directory →", and "MassPort Directory →".

## Search Filters

The search filters section includes several options: Business Type (radio buttons for All, Business Enterprise (for-profit), Non-Profit Organization), Certification Type (radio buttons for Match Any, Match All), and Certification Agency (radio buttons for Match Any, Match All). There are two columns of checkboxes for specific certification types: the left column includes ACDBE - Airport Concession-DBE, PBE - Portuguese Business Enterprise, VBE - Veteran Business Enterprise (checked), SBPP - Small Business Purchasing Program, and LGBTBE - Lesbian Gay Bisexual Transgender Enterprise; the right column includes SDO - Supplier Diversity Office - State (checked), UCP - MassDOT Office, COB - City of Boston, WBENC - Women's Business Enterprise National Council, and NMSDC - National Minority Supplier Development. Below these are input fields for NAICS Code and Description, and Keywords. At the bottom, there are options for Sort Results By (Company Name), Sort Order (Ascending, Descending), and Output Type (On Screen, As Pdf, Export to Excel). A blue SEARCH button and a CLEAR button are at the bottom.

## Search Results - 63 Businesses found

The search results table has columns for Business Type, Certification Type, Certification Agency, NAICS Code, Keywords, Business Name, and Certification Date. The current filters are: Business Type: All, Certification Type: VBE, Certification Agency: SDO, NAICS Code: [Any], Keywords: None, Business Name: [Any], Certification Date: [Any]. Below the table is an "Adjust Filters" button and pagination information: Page 1 of 3, Rows 25 per Page. The table lists the following businesses:

Company Name	City/Town, State	Certification Summary	expand
Adams & Huxton Construction Company	West Springfield, MA	WBE, VBE (Supplier Diversity Office - SDO)	expand
Armeda, LLC	Vienna, VA	MSE, VBE (Supplier Diversity Office - SDO)	expand
SSL Home Improvement, LLC	Middleboro, MA	MSE, VBE (Supplier Diversity Office - SDO)	expand
Bountiful Provisions, LLC	Boston, MA	MSE, VBE (Supplier Diversity Office - SDO)	expand
Strigg Family Enterprises, LLC	Stockbridge, GA	MSE, VBE (Supplier Diversity Office - SDO)	expand
Sulway Underground Utility Locating, LLC	Randolph, MA	MSE, VBE (Supplier Diversity Office - SDO) DBE (UCP-MassDOT Office)	expand

The SDO diverse and small business directory is public and available to anyone to search.

View, search, or download the directory by clicking [this link](#).

# Certified Business Map

Conveniently find SDO- certified businesses located in a specific area.

[View the map here.](#)

## SDO Certified Businesses Geographical Location

8/9/2023 12:39:04 PM

MA-State and Other State

All

List of Counties

All

City Name

All

Zip Code

All

Certification Type

All

Search Business Name

All

Business Count by County Name

Business Name	Certification Types	Business Email	Business City	Business County	Zip Code
Alison Dowd Marketing, Inc.	WBE	ad@alisondowdmarketing.com	Pocasset	Barnstable	02559
American Translation Partners, Inc.	MBE,WBE	request@atptranslations.com	Buzzards Bay	Barnstable	02532
AMG Realty, LLC	WBE	aamaloney@comcast.net	West Barnstable	Barnstable	02668
AMR Consulting, LLC d/b/a: A-Type Marketing & Design LLC	WBE	angela@a-type.com	Hyannis	Barnstable	02601
Associated Alarm Systems, Inc.	WBE	kkeane@associatedalarms.com	Hyannis	Barnstable	02601
ATA Services, Inc.	DBE	gviana@ataclean.com	Marstons Mills	Barnstable	02648
Barber Drywall, Inc.	MBE	Preston@Barberdrywall.com	Hyannis	Barnstable	02601
Barrows Trucking	DBE,MBE,WBE	barrows_trucking@comcast.net	Harwich	Barnstable	02645
Bernice Wahler Landscapes, Inc.	WBE	bernice@bernicewahler.com	Sandwich	Barnstable	02563
BWell Holdings, Inc.	VBE,WBE	karen@bwell.life	Provincetown	Barnstable	02657

DBE Business Count

1086

State Business Count

3677

Count by Certificate Type

WBE	2213
MBE	1628
DBE	1086
SDVOBE	170
VBE	157
DOBE	71
PBE	70
LGBTBE	61

Count by Profit And Non-Profit

Profit	4016
Non-Profit	139

Count by Business Nature Type

Service	3120
Construction	1135
Goods	556
Technology	382
Manufacturing	182
Undefined	173
TransportationPlus	145

# Serving All SDO Stakeholders



**The Supplier Diversity Office**  
Certification, Outreach, Engagement, Programs and Compliance Units

**Public Purchasing Agencies**  
All executive departments, some non-executive departments, quasi-public entities, and municipalities



**Prime Contractors**  
Prime Commonwealth contractors

**Resources Providers**  
Community Organizations, Collaboratives, and Technical Assistance and Resource Providers

**Certified Businesses**  
More than 4,000 minority-, women-, veteran-, service-disabled veteran-, disability-, and LGBT-owned businesses

# Resources and Contact Information



## Our Website

[www.mass.gov/sdo](http://www.mass.gov/sdo)

## Construction Team Contact

- Email: [SDO.Construction@mass.gov](mailto:SDO.Construction@mass.gov)

## Supplier Diversity HUB

- Website: <https://www.mass.gov/info-details/the-supplier-diversity-hub>

## SDO Certification Help Desk

- Phone: 617-502-8843
- Email: [Webmaster.SDO@mass.gov](mailto:Webmaster.SDO@mass.gov)

