



Creating Opportunities...Recognizing Excellence

Changes to the Recertification Application

The biggest change to the Recertification Application is the ability to update previously restricted information in your profile during the recertification. This change is the result of many WBEs having incorrect information in their profile as well as the addition of several new questions and new choice selections for some of the current questions. Questions that require a new answer will have the previous answer removed and you will be required to input new information as you fill out the form.

While your online profile was your initial application, it became your company's online resume once certification was granted. It is very important that the information in your profile be accurate and that it reflect your company's capabilities in the best light possible.

If your certification will expire in the next 120 days, please do the following review of your summary view today.

Log in to your company's current profile on WBENCLink.org and print the current summary view of your profile.

- The *Summary View* link can be found under the *General* tab.
 - Examine it for content, making a note of any missing or incorrect information.
 - Pay special attention to the following questions/sections of the profile:

Industry Classification—Many WBEs have an incorrect industry classification as a result of transferring from WBENC's previous database to the current system. Others had to choose "professional services" due to a lack of adequate descriptions. To remedy this, a new list of choices is available. [Click here for a list.](#)

Gross Revenue: WBEs should check to see if the Gross Revenue listed in their profile is equal to the amount shown on their tax returns for the appropriate year. The database does not allow decimals. If a decimal was used when you entered your information, your revenue could be exaggerated. If no revenue was earned for a year in which your company was in business, the answer should be 1.

NAICS Codes: When the government updated the NAICS codes in 2007, they changed the description of some of the codes which made them no longer relevant to your company's product or service. Please verify the code/s you have listed against the 2007 list to ensure that the code description/s remained the same. Also, ensure that the codes you selected are a true fit for your company. Many WBEs have codes that are not. Example: Your Company sells promotional advertising products. While you will sell a customer a shirt with their logo on it, your company is not a clothing wholesaler. A clothing wholesaler sells clothing for a retailer to sell. Therefore, it would not be correct to have the NAICS code for clothing wholesaler in your profile. If there is no NAICS code that is specific to what your company does, select the high level industry code only.

<http://www.census.gov/eos/www/naics/> 2007 Keyword Search Field

SIC Codes have been replaced with the UNSPSC Code System. WBEs should identify the correct UNSPSC codes for their company's expertise. <http://www.unspsc.org/>

Product/Service Specific Description in WBENCLink: Most searches for WBEs are done using key words. Please enter in a list of buzzwords, separated by a semicolon in this section. A total of 500 characters can be used in this section. It is recommended that you first type the list in Word or similar program to ensure spelling and character count.

Real Estate Section: WBEs should list all the office locations for their companies. WBEs and Corporate members are able to input a city and state as criteria for a search result. If Texas is input and you have an office there, but do not have it listed in the real estate section, your company would miss out on a potential opportunity.

Management Section: Many WBEs are missing information on their management page. During Recertification, WBEs should make the appropriate corrections to each of the following four sections:

Ownership: It is now possible to enter a decimal in this section. Previously it was required to round up or down.

- Is the % of ownership for each person correct and is 100% of the stock accounted for?
- Are all owners, directors and officers of the company listed regardless of stock ownership?

Management/Ownership in outside firm:

- If any person listed in the ownership section has any ownership or works for another company, please list them in this section.

Management Authority:

- Are all owners who work for the company listed?
- Are other key members that have any of the authorizations listed shown here?

Ownership Contribution: Are all owners listed?

In addition to the above, please check your summary for proper spelling, punctuation and grammar as well as the use of all caps. Your online profile is your 1st impression; please do your part to make it a good one!