

**DEPARTMENT OF COMMERCE
SUMMARY OF PUBLIC HEARING COMMENTS AND AGENCY RESPONSE**

Clearinghouse Rule Number: 06-113		Hearing Location: Madison	
Rule Number: Chapter Comm 104		Hearing Date: November 27, 2006	
Relating to: Woman-Owned Business Certification Program			
Comments: Oral or Exhibit No.	Presenter, Group Represented, City and State	Comments/Recommendations	Agency Response
Oral and Exhibit 1	Ellen Larkin Sternig Learning Exchange Brookfield, Wisconsin	Enthusiastically supports a Department-based program for certifying woman-owned business enterprises (WBE). Believes that because of her company's WBE certification by the Business Educational Consortium, Inc. (BECI), in Milwaukee, business opportunities have come to her which she otherwise would not have known about. States she has used her WBE status to expand the scope of educational services that her company provides, particularly in contracting with other vendors for Milwaukee Public Schools' educational projects that involve federal funding which is contingent upon WBE certification.	Support is noted.
Oral	Mildred Hyde Demoze Milwaukee County Office of Community Business Development Partners Milwaukee, Wisconsin	Fully supports the proposed rules and implementation of the program. Assures the woman-owned business community, as well as the minority and small-business community, that the rules are not token rules. States the rules have value and merit; are based on existing, appropriate rules; and are being implemented in a manner that will enable only bona fide, woman-owned businesses to become certified and take advantage of the program. States that the high integrity of the rules will be an important element in the acceptance of the program by woman-owned businesses and by other public and private entities that wish to do business with woman-owned businesses.	Support is noted.
2	Susan Szymczak Safeway Sling USA, Inc. (e-mail)	Supports a Department-based program for certifying woman-owned business enterprises. States the WBE certification she received through BECI has been critical to her company's success, such as in securing a \$1.2 million contract that saved the customer 20%. Believes it is vital that the Department coordinate a non-preferential method by which woman-owned businesses are acknowledged and authenticated.	Support is noted.
3	Jerry Styberg and Mary Van Lare MJ Care, Inc. Milwaukee, Wisconsin	Finds that the proposed program is well developed and presents appropriate standards, as well as safeguards, for woman-owned businesses in Wisconsin. Supports developing the program as a means to encouraging and fostering the growth and development of woman-owned businesses in Wisconsin. States they have participated in BECI in Milwaukee and have benefited from the recognition which such certification brings. Believes this benefit would be extended under the proposed statewide program.	Support is noted.

File Reference: Comm 104/Hearing Summary