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# SB/DVBE ADVOCATE

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# BULLETIN

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ISSUE 1

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## Welcome to the Inaugural SB/DVBE Advocate Bulletin

As Small Business and Disabled Veteran Business Enterprise (SB/DVBE) advocates, you play a vital role in expanding access to state contracting opportunities for small, diverse and disabled veteran-owned businesses across California. Your work helps advance equitable and inclusive procurement practices statewide.

We at the Office of Small Business and Disabled Veteran Business Enterprise Services (OSDS) are pleased to introduce the first issue of the SB/DVBE Advocate Bulletin, created specifically

for California state department SB/DVBE advocates. This publication reflects our continued commitment to keeping you informed, connected and supported in your role as partners in connecting small and diverse businesses to state opportunities.

Each issue will feature timely updates on the OSDS programs and policy developments, highlight advocate achievements and success stories, and share insights from recent events, along with upcoming opportunities relevant to your work.

Thank you for your continued dedication. We hope this publication becomes a valuable space for updates, recognition and collaboration.

# Spotlight

## SB/DVBE Advocate Partnership Program

### ***About the Program***

In alignment with Assembly Bill 2019, which sets targets for SBs and Microbusinesses (Micros) at 25% and DVBEs at 3%, this six-to-eight-month program pairs experienced departments (mentors) with agencies seeking additional support (mentees). The goal: To create collaborative partnerships that enable agencies to meet and exceed participation targets, advance supplier diversity initiatives, and support advocates in fulfilling their critical role with excellence.

### ***Program Commitment***

The program runs for six to eight months, during which mentors and mentees meet three times. The OSDS Advocacy Support Section provides structured agendas for one-on-one meetings, along with the flexibility to address emerging needs and relevant topics. The program is designed to be manageable, supportive and impactful, fostering peer-to-peer learning while helping agencies build long-term capacity to meet and exceed SB/DVBE participation goals.

### **Why Participate?**

- **Skill Development** – Build deeper knowledge and expertise in SB/DVBE procurement practices
- **Increased Confidence** – Strengthen your understanding of processes, compliance, and strategies
- **Networking Opportunities** – Connect with experienced mentors and their professional networks
- **Ongoing Collaboration** – Learn alongside agencies facing similar challenges and applying proven best practices



We're excited to share that we have completed the first cohort of the Advocate Partnership Program! Launched in July 2025, this mentorship initiative from OSDS was created to support California agency advocates in achieving SB and DVBE participation goals.

The first cohort has demonstrated measurable progress in strengthening procurement practices, fostering collaboration, and enhancing advocate engagement across participating agencies. These successes underscore the value of peer-to-peer mentorship and early intervention strategies.

Building on this momentum and the valuable feedback from participants, OSDS will launch the next cycle of the Advocate Partnership Program in summer 2026. The upcoming cohort will continue to emphasize collaborative partnerships, practical skill development, and innovative approaches to help agencies meet and exceed participation targets.

### ***How to Get Started***

If your agency is interested in participating in the SB/DVBE Advocate Partnership Program, please email OSDS at [Advocate@dgs.ca.gov](mailto:Advocate@dgs.ca.gov). If you require any reasonable accommodations for upcoming program activities, please include that information in your response.



## Advocate Spotlight

### Marcus Delfin

*Procurement Equity Program Advocate  
California Military Department*

As the Procurement Equity Program Advocate and SB Liaison, Marcus has spent the past three years championing SBs and DVBEs across California. For Marcus, advocacy is more than a role, it's a partnership. It means helping SB/DVBE businesses see themselves as valued contributors to the state's mission and ensuring procurement processes reflect California's commitment to equity and economic opportunity.

"Advocacy is about building trust," Marcus explains. "It's answering questions, encouraging participation, and innovating policies to make procurement more inclusive. It's about integrating SB/DVBE-focused content into training for buyers, management, and field procurement teams."

One initiative Marcus is particularly proud of is championing the DVBE First Policy, which creates meaningful opportunities for DVBEs. This effort reflects the California Military Department's commitment to supporting those who have served while fueling supplier growth and strengthening the state's economy; a true win-win.

When asked what advice he would offer to new advocates, Marcus emphasizes outreach and

collaboration. "Show up at events, listen to suppliers' experiences, and connect with other advocates to share ideas and best practices. Advocacy isn't just about compliance or tracking metrics—it's about creating real value for the organization by fostering diverse partnerships, driving innovation, and ensuring every procurement decision reflects equity and opportunity."

For Marcus, the most rewarding part of the job is seeing the impact of suppliers' support. One recent success came in the form of an email from a supplier:

"I met you at the National Latina Business Women Association Expo a couple of months ago and just wanted to say thank you so much for your insight into the Cal eProcure Certification! I finally got approved via their website! Thank you for listening to my story and for the motivation—it's because of individuals like you that I have hope for the future of my small business!"



Reflecting on his journey, Marcus is grateful for the trust his agency placed in him to build and lead its SB/DVBE Advocacy Program. That confidence enabled the development of a comprehensive Procurement Equity Program focused on expanding participation, strengthening collaboration, and ensuring equitable contracting outcomes. "With a clear mandate, I've been able to recommend and implement policy improvements that advance our equitable contracting goals," Marcus says. "It's about creating lasting impact—one supplier, one opportunity at a time."

# Advocate Resource

## The SB/DVBE First Policy



A strong small business and Disabled Veteran Business Enterprise (SB/DVBE) First Policy is a tool that creates top-down alignment across your department. When leadership expectations, procurement practices, and best practices strategies are all anchored to a clear and accessible SB/DVBE First Policy, staff have a unified direction for how to prioritize SB and DVBE participation. This alignment reinforces the importance of supplier diversity, supports consistent decision-making, and helps staff understand how their work contributes to both departmental and statewide goals.

This quarter we are highlighting how the SB/DVBE First Policy can support your work and strengthen your department's approach to meeting goals.

### ***Establish Clear Expectations for Procurement Staff***

A well-written SB/DVBE First Policy helps staff understand the department's goals and the actions needed to support them.

- It outlines when to apply methods such as Fair & Reasonable or the SB/DVBE Option.
- How to consider best value, and when subcontracting may be appropriate.
- Clarifies the advocate's role, including outreach, training and monitoring, so procurement personnel know where to turn for guidance.

### ***Use Data to Guide Decisions***

Integrating the SB/DVBE First Policy with regular data monitoring can help improve SB/DVBE participation.

- Monthly reviews of the Consolidated Annual Report (CAR) 810 and Data Validation Query (DVQ) reports help identify trends, gaps and early reporting issues.
- Tools like the California SB/DVBE Atlas Tool (CalSAT), State Contract & Procurement Registration System (SCPRS) data, and statewide dashboards can highlight underutilized vendors and inform solicitation planning.
- Sharing these insights with leadership and procurement teams builds accountability and supports continuous improvement.

### ***Review and Refresh the Policy Regularly***

Departments should revisit their SB/DVBE First Policy on a regular basis to ensure it reflects current legislation, program needs, and best practices. Recent updates to purchasing authority, along with requirements from Assembly Bill (AB) 1574, AB 2019 and AB 2974, may require adjustments to policy language or implementation guidance.

### ***Need Help with Your SB/DVBE First Policy?***

The OSDS Statewide Advocacy Support Section can assist with reviewing policies, identifying improvement areas, sharing examples, and offering one-on-one guidance.

Reach out at [Advocate@dgs.ca.gov](mailto:Advocate@dgs.ca.gov).

# Outreach in Action

## Advocates Connecting with the Small Business and DVBE Community



### Caltrans North Region Procurement Fair

October 8, 2025

Sacramento, CA

Caltrans, in partnership with DGS, hosted an event for vendors to learn about how Caltrans sources and purchases goods and services, find upcoming bid opportunities, and network with purchasers and advocates from Caltrans and other state agencies.

### ProBiz Procurement & Capital Summit State Agencies Panel

November 13, 2025

Sacramento, CA

Advocates participated in the State Agencies Panel at the Norcal ProBiz Procurement Summit, demonstrating their commitment to connecting small and diverse businesses with contracting opportunities.



### VIB Network National Conference Matchmaking Event

November 13, 2025

San Diego, CA

The Veterans in Business National Conference unites veteran-owned businesses, corporations, government agencies and prime contractors to build meaningful connections and unlock real contracting opportunities.

# Upcoming Outreach Events



OSDS supports California state departments by providing structured outreach opportunities to engage with certified SBs/DVBEs. These outreach efforts are designed to help departments strengthen their supplier outreach, increase awareness of contracting opportunities, and advance the State's commitment to inclusive and equitable procurement.

For your reference, upcoming OSDS outreach events are listed at right. These events offer state departments a forum to connect directly with SB/DVBE communities, share information about upcoming solicitations and procurement processes, and gather valuable feedback. Participation in these events enables departments to expand their outreach efforts, improve access to state contracting opportunities, and support compliance with SB and DVBE participation goals.

If you have any questions regarding these events, please contact OSDS for additional information or assistance.

- **April 23**  
**Kern County Women's Business Conference**  
In person, Marriott Convention Center, Bakersfield, CA  
[Register Here](#)
- **May 1**  
**California Black Chamber of Commerce Monthly Mixer**  
In-person, 52 Seasons Restaurant, 1441 Del Paso Blvd, Sacramento, CA [Register Here](#)
- **May 13**  
**California Women's Economic Summit 2026**  
In-person, Tsakopoulos Library Galleria, 828 I Street, Sacramento, CA  
[Register Here](#)
- **May 21**  
**Pathways to Procurement**  
Virtual, Hosted by the Sacramento Public Agency Consortium ([SACPAC](#))  
For more information contact Jessica Shevlin at [JShevlin@sacrt.com](mailto:JShevlin@sacrt.com)
- **May 21**  
**Valley Sierra SBDC Procurement Expo**  
In-person, Ceres Community Center, Ceres, CA  
[Register Here](#)



# Upcoming Training

## Annual Training Webinar on Consolidated Annual Report for FI\$Cal Reporting and Non-FI\$Cal Reporting Departments

The DGS Procurement Division's Office of Small Business and Disabled Veteran Business Enterprise Services(OSDS) is offering four training webinars on Consolidated Annual Report (CAR) reporting in FI\$Cal. The webinar dates are listed below:

### For FI\$Cal reporting departments:

- Register for the May 7, 2026, 9 a.m. – 12 p.m. (PST) Zoom session [here](#)
- Register for the May 21, 2026, 1 – 4 p.m. (PST) Zoom session [here](#)

### For non-FI\$Cal reporting departments:

- Register for the May 14, 2026, 9 a.m. – 12 p.m. (PST) Zoom session [here](#)
- Register for the May 28, 2026, 1 – 4 p.m. (PST) Zoom session [here](#)

### Who should attend:

- Small Business (SB) and Disabled Veteran Business Enterprise (DVBE) advocates
- Procurement staff including State Contracts and Procurement Registration System (SCPRS) processors, CAL-Card reconcilers and purchase order reporters
- Other staff responsible for creating and/or approving the departmental CAR

For additional information and/or questions, please contact: [OSDSReports@dgs.ca.gov](mailto:OSDSReports@dgs.ca.gov)



# QUARTERLY ADVOCATE MEETING

**TUESDAY  
MAY 26, 2026  
1:30 – 3:00 P.M.**

[Register for the Meeting](#)

## CELEBRATE YOUR SUCCESS

We're inviting you to share a short win, milestone, or moment of impact from your advocacy work. These stories will be featured as *Advocate Shoutouts* throughout our meetings, celebrating the incredible difference SB/DVBE advocates are making across the state.

[SUBMIT YOUR ADVOCATE  
SHOUTOUT](#)