

Calendar of Events

December 3, 2024

SWaM Certification Workshop (In Person)
Department of Economic Development of Loudoun County
43777 Central Station Drive, Suite #300
Ashburn, VA 20147
09:30 AM - 12:00 PM EST
Alberto Fernandez, 571.641.0938
alberto.fernandez@loudoun.gov
FREE WORKSHOP ALERT

In the competitive world of business, securing every possible advantage is critical for growth and success. For small businesses in Virginia, the Small, Women-owned, and Minority-owned Business (SWaM) Certification provides a unique opportunity to stand out, access lucrative State and city government contracts, and build strong networks in the public and private sectors.

Small business owners who are looking to participate in Virginia's specialized procurement and contracting opportunities are encouraged to become SWaM certified. The SWaM certification is a vehicle to promote economic growth of Virginia's businesses. Becoming SWaM certified is just the first step in doing business with the Commonwealth. Each year the state buys goods and services totaling more than \$8 billion. The Commonwealth of Virginia wants to do business with you and increase participation of small, women owned, and minority-owned businesses.

This workshop will cover the SWaM Program and certification/designation types, on-line application process, required documents needed to apply, and how to use the certification to do business with the Commonwealth (intro to eVA, Virginia's Online Procurement Portal). Feel free to bring your laptop.

What is SWaM Certification?

SWaM certification is a designation provided by the Commonwealth of Virginia, designed to promote economic opportunities for small businesses, women-owned businesses, and minority-owned businesses. This program connects these businesses to a wide array of state-funded procurement opportunities.

Why is SWaM Certification Important?

1. Access to State Contracts

Virginia spends billions annually on goods and services. A portion of this spending is allocated specifically for SWaM-certified businesses. Certification opens the door to these opportunities, giving your business a competitive edge.

2. Enhanced Visibility

Being listed in the SWaM database makes it easier for government agencies and larger companies to find and partner with your business. Many organizations actively seek SWaM-certified vendors to meet their diversity and inclusion goals.

3. Networking Opportunities

SWaM certification allows you to attend specialized networking events, workshops, and expos. These platforms are designed to connect you with key decision-makers and industry leaders, offering a direct route to new partnerships.

4. Strengthened Credibility

The SWaM designation is more than just a certification; it's a statement of trustworthiness and capability. It signals to potential clients and partners that your

business meets rigorous state standards, enhancing your reputation in the market.

5. Support for Growth

Certified businesses gain access to training programs, mentoring, and resources aimed at helping them scale and compete effectively in larger markets.

Who Should Get SWaM Certified?

Any small business in Virginia that qualifies as small, women-owned, or minority-owned should consider applying for SWaM certification. Whether you are a startup or an established enterprise, this certification can amplify your growth potential. For Virginia small businesses, SWaM certification is more than a credential; it's a gateway to new opportunities. By leveraging the program, you can unlock contracts, enhance your visibility, and establish a foothold in a highly competitive marketplace. Don't miss the chance to grow your business—start your SWaM certification journey today and position your business for long-term success.

Want to share with your network? Download the Launch Loudoun SWaM event digital flyer.

Presented by Chris Ley, Business Services Manager, Northern Virginia Region.

December 31, 2024
- January 1, 2025

New Year Golden Party 2024

Sheraton Pentagon City Hotel

900 S Orme Street

Arlington, VA 22204

7:00 PM to 2:30 AM

Diane Natour, (703) 839-8140

Diane@novahispanicchamber.com

Ring in the New Year with Style at the 2024 Golden New Year Party!

You're Invited to the 2024 Golden New Year Party! ATC Event Services and the Northern Virginia Hispanic Chamber of Commerce cordially invite you to an unforgettable night as we bid farewell to 2024 and welcome 2025 in grand style!

? Date: December 31, 2024

? Time: 7:00 PM - 3:00 AM

? Location: Sheraton Pentagon City Hotel, Newly Renovated by Marriott Hotel

Dress Code: Formal Attire

*Join us for a luxurious evening filled with ****live music, a DJ spinning all night****, and an ****open bar**** serving your favorite drinks to keep the celebration going. Bring along your friends, family, colleagues, and associates to toast to new beginnings and make lasting memories.*

For parents, with minor children, we've arranged babysitting services for \$75.00 at the hotel, so you can relax and enjoy the night knowing your little ones are in good hands.

Why Attend?

? Celebrate the New Year in a luxurious, festive setting

? Mix and mingle with friends, family, and esteemed guests

? Enjoy top-notch entertainment with live performances and music

? Indulge in a premium open bar and delightful treats

Let's raise a glass to the promise of 2025—filled with hope, joy, and new opportunities! Reserve your spot today, and get ready to shine at the 2024 Golden New Year Party.

RSVP REQUIRED by December 16. Limited seating availability! Secure your tickets now for an evening of elegance, joy, and celebration! if you are an employer and wish to sponsor a table for you and your employees tables seating 10 people each can be arranged with specific services to cater your working team and families.

Dress your best and bring your festive spirit—we can't wait to celebrate with you!