



Are offering SWaMming Lessons

Swimming Through the SWaM Certification Process

SWaM (Small, Women, and Minority owned firms) certification is one of the most powerful marketing tools you can use to grow your sales among state agencies, public colleges and universities, local municipalities. Even large, private sector firms like Dominion utilize the SWaM database. Last year, the Commonwealth of Virginia spent almost \$8 Billion on goods and services. For every \$100 spent, \$31 went to a SWaM certified business. Are you getting your share?

State agencies are encouraged to use SWaM certified firms rather than non-certified firms!

Date: Thursday, April 28, 2022

Time: 1:00 pm– 3:30 pm

**Location: Southern VA Higher Education Center
820 Bruce Street, South Boston, VA 24592**

On the Agenda:

- Live demonstration and assistance with your firm's SWaM application
- Brief overview of the eVa system (Virginia's electronic purchasing marketplace)

Registration: This is a free workshop, but registration is required. Visit this link to register:
<https://www.eventbrite.com/e/300175722667>