



Dear Business Owner,

James Madison University prioritizes supporting certified Small, Micro, Women-Owned, Minority-Owned, and Service Disabled Veterans businesses. The Department of Small Business and Supplier Diversity (SBSD) is the agency in Virginia responsible for certifying businesses and the certification is absolutely free! SBSD certifies the following designations:

Small

“Small business” means a business that is at least 51% independently owned and controlled by one or more individuals who are U.S. citizens or legal resident aliens, and together with affiliates, has 250 or fewer employees, or average annual gross receipts of \$10 million or less averaged over the previous three years. One or more of these individual owners shall control both the management and daily business operations of the small business.

Micro

As a certified Small Business by the Department, your company might qualify to be a “Micro Business”. Micro Business is a certified Small Business under the SWaM Program and has no more than twenty-five (25) employees **AND** no more than \$3 million in average annual revenue over the three-year period prior to their certification.

Women-Owned

“Women-owned business” means a business that is at least 51% owned by one or more women who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest is owned by one or more women who are citizens of the United States or legal resident aliens, and both the management and daily business operations are controlled by one or more women.

Minority-Owned

“Minority-owned business” means a business that is at least 51% owned by one or more minority individuals who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals who are U.S. citizens or legal resident aliens, and both the management and daily business operations are controlled by one or more minority individuals.

Service Disabled Veterans

Veterans who are small business owners can obtain Service Disabled Veteran-owned “status” in the SWaM vendor database. This is not a separate certification; it is a designation of those businesses that are owned by Service Disabled Veterans who are certified as such by the Virginia Department of Veteran Services.

Here are just some of the benefits to certifying:

- Departmental buyers on JMU's campus are advised to utilize certified micro businesses when their purchase isn't already covered under an existing contract. If no certified micro small business is available they are advised to seek out Small, Women-owned, and Minority-owned firms.
- Awards up to \$50,000 may be approved for certified SWaM businesses, that are also self-registered in the eVA system, without additional competition should the department feel the quoted price is fair and reasonable.
- Certified SWaM businesses receive 10 points on RFP's.
- Certified SWaM suppliers and trades contractors are highly sought as sub-contractors on JMU projects. Prime contractors must achieve specific goals related to the usage of SWaM businesses.

Click Here to get more information or to get started on certifying! Other helpful links are below.

- [The Documents Required for Certification Applicants](#)
- [Instructions on using the new Portal to register](#)
- [The portal to certify](#)

JMU's SWaM initiative and goals are very important to the university so we appreciate your consideration for certifying. Both SBSd and JMU Procurement Services can be reached for questions.

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JMU Procurement Contact Information

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