

# FABRIC OF BERNARDS WORKSHOP ON BUSINESS CERTIFICATIONS

We are delighted to invite you to our Workshop on Business Certification. This **FREE** event is open to all and promises to be a morning of valuable connections, insightful conversations, and new opportunities for your small business.

*By obtaining one or more of these NJ State certifications, you may be eligible to participate in select set-aside or goal-based contracting initiatives offered by State agencies. Additionally, certification provides state-backed documentation of your business status, which can be beneficial in pursuing contracting opportunities at the local and federal level, as well as with the private sector.*



**October 8, 2024**



**09:00 AM - 12:00 PM**



**Warren Craft Meeting Room  
1 Collyer Lane  
Basking Ridge, NJ**



**RSVP by October 3rd to [Imethebernards.org](mailto:Imethebernards.org) or 908-204-3001**

*For More Information visit the website  
below for requirements.*



[www.nj.gov/treasury/revenue/ucs.shtml](http://www.nj.gov/treasury/revenue/ucs.shtml)

# WORKSHOP ON BUSINESS CERTIFICATIONS

## Benefits of NJ State Certifications for Small Business Owners

### Overall Benefits:

- **Increased Contracting Opportunities:** These certifications often come with access to set-aside contracts and subcontracts, giving small businesses a competitive edge.
- **Enhanced Credibility:** Certification provides a mark of legitimacy and credibility, which can attract clients, partners, and investors.
- **Networking and Support:** Certified businesses gain access to exclusive networking events, training programs, and business development resources.
- **Marketing Advantages:** Certifications can be leveraged in marketing strategies to highlight the business's commitment to diversity and inclusion, appealing to a broader customer base.

### 1. Small Business Enterprise (SBE) Certification:

- **Access to Contracts:** SBEs are often given preference in state and local government contracts, increasing opportunities for business growth.
- **Increased Visibility:** SBEs are listed in the New Jersey Selective Assistance Vendor Information (SAVI) database, which is used by state agencies and prime contractors to find qualified small businesses.
- **Networking Opportunities:** SBEs can participate in various networking events and seminars hosted by state agencies.

### 2. Minority/Woman Owned Business Enterprise (MWBE) Certification:

- **Contracting Opportunities:** MWBEs are eligible for set-aside contracts and subcontracts with state and local government entities.
- **Business Development:** Access to training programs, mentorship, and business development resources specifically aimed at minority and women business owners.
- **Enhanced Marketing:** Certification can be used in marketing materials to attract customers who value diversity and inclusion.

### 3. Veteran/Disabled Veteran Owned Business Enterprise (VOB/DVOB) Certification:

- **Priority in Contracting:** VOBs and DVOBs receive priority for certain state contracts and are listed in the SAVI database for easy access by state agencies and large contractors.
- **Support Services:** Access to specialized business training, counseling, and financial assistance programs tailored for veterans.
- **Recognition and Credibility:** Certification enhances credibility with clients and partners who value supporting veteran-owned businesses.

### 4. Lesbian, Gay, Bisexual, Transgender, Queer, Questioning+ Owned Business Enterprise (LGBTQ+BE) Certification:

- **Contracting and Procurement:** Increased opportunities to participate in state contracts and supplier diversity programs.
- **Visibility and Networking:** Access to LGBTQ+ business networks and events, fostering connections and collaboration with other LGBTQ+ businesses and allies.
- **Business Support:** Eligibility for specialized business support programs, grants, and initiatives aimed at promoting diversity and inclusion.

### 5. Socially and Economically Disadvantaged Business Enterprise (SED/DBE) Certification:

- **Set-Aside Contracts:** Eligibility for contracts and subcontracts specifically set aside for disadvantaged businesses.
- **Technical Assistance:** Access to resources, training, and technical assistance to help navigate the contracting process and improve business operations.
- **Financial Assistance:** Opportunities for financial assistance programs, including loans and grants, designed to support disadvantaged businesses.

**For more detailed information on each certification and its specific benefits, you can visit the official websites of New Jersey's Office of Diversity and Inclusion and the Division of Revenue and Enterprise Services.**