



Terry McAuliffe
Governor

**COMMONWEALTH of
VIRGINIA**

Maurice Jones
Secretary of Commerce &
Trade

*Department of Small Business and Supplier
Diversity*

Tracey G. Jeter
Director

TO: All Virginia State Procurement Officials

FROM: Tracey Jeter, Director

A handwritten signature in black ink, appearing to read "T. Jeter", written over the printed name "Tracey Jeter, Director".

DATE: September 25, 2014

SUBJECT: Executive Order #20 and Micro Business Certification

On July 22, 2014, The Honorable Terence R. McAuliffe, Governor of Virginia, signed into effect Executive Order Number 20, for the purpose of "Advancing Equity for Small, Women, and Minority Owned (SWaM) Businesses." In doing so, he created a new category of 'micro-businesses' which are defined as "those certified small businesses, that have 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." All state purchases under \$10,000 shall be set aside for micro-businesses when the price quoted is fair and reasonable.

It is the charge of the Department of Small Business and Supplier Diversity (DSBSD) to identify those certified small businesses that are eligible for the micro-business designation. On September 11, 2014, DSBSD issued notifications to approximately 14,000 currently certified Small businesses that potentially qualify for Micro-Business designation. The notification includes a simple process for the certified Small Businesses to apply online for this new certification designation.

The agency is also in the process of enhancing the SWaM Expenditure Dashboard to assist state agencies in keeping track of its spending with Micro-Businesses. Please encourage those Small Businesses that are currently doing business with your agency

to apply for this new certification. I have attached the notice that we sent to the business community. Please send it out to your vendors and/or post the notice on your agency website so we can maximize our opportunity to assist vendors in obtaining this new certification category.

Thank you for your support. I look forward to working with you. If you have any questions or suggestions, please don't hesitate to contact me or my staff.

1111 East Main Street, Suite 300 | Richmond, Virginia 23219 | (804) 786--6585 | Fax (804) 786-9736