

# NEWSLETTER

## What are your 2025 New Year's Business Resolutions?

Happy New Year and welcome to 2025! As we start the new year, it's the perfect time to focus on goals and growth opportunities. We checked in with America's top business leaders for their thoughts:

**Tim Cook - CEO of Apple:** "Focus on creating products and services that solve real problems and enhance people's lives."

He suggests that business owners explore inexpensive, powerful tools, like artificial intelligence, to improve efficiency and customer experiences.

**Satya Nadella - CEO of Microsoft:** "Every setback is an opportunity to learn," inspiring resilience and innovation amid challenging your business by taking calculated risks and learning from failure.

**Mark Cuban - Entrepreneur & Shark Tank Investor:** "Know your numbers, understand your business model, and outwork the competition."

For 2025, Cuban encourages entrepreneurs to refine their operations, track finances carefully, and stay informed about market trends.

Scan to sign up for our monthly newsletter & weekly updates!



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The HIVE at Virginia Beach  
Economic Development



[thehivevb](https://www.instagram.com/thehivevb)



The HIVE - VB Business Resource Center

**Oprah Winfrey - Media Mogul:** "Lead with purpose, and nurture relationships that matter."

Apply this by building trust with customers, partnering with community organizations, and staying true to your company's mission.

**Gary Vaynerchuk - Entrepreneur and Digital Expert:** "Leverage social media to tell your story, connect with your audience, and grow your brand."

Small businesses can share authentic, engaging content on platforms like Instagram, LinkedIn, or TikTok to boost visibility and build trust.

**Richard Branson - Founder of Virgin Group:** "Step out of your comfort zone and explore new opportunities."

Whether it's launching a new service, targeting a new market, or embracing digital transformation, small businesses can aim for ambitious yet realistic goals in 2025.

Our favorite resolution comes from **Warren Buffett - CEO of Berkshire Hathaway:** "The best investment you can make is in yourself."

Local entrepreneurs can embrace this by exploring workshops at The HIVE. Our Business Resource Partners deliver high-caliber, free workshops in person and online including business planning, legal issues, financing, and marketing. These resources offer practical, actionable skills tailored for busy professionals.

**We look forward to seeing you at the HIVE to make 2025 a year of growth, impact, and success!**

Scan to sign up for our monthly newsletter & weekly updates!



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The HIVE at Virginia Beach  
Economic Development



thehivevb



The HIVE - VB Business Resource Center



# In-Person Training Schedule

**Project Management Series:**  
**Part 1 - Project Management Fundamentals**

Invisara  
January 7th  
6:00 PM - 7:00 PM

**Brand, Build Relationships and More...with  
Your LinkedIn Profile & Company Page**

Managing Communications  
January 10th  
10:00 AM - 12:00 PM

**NAACP Business Building Series:**

**Business Formation**

NAACP  
January 11th  
10:00 AM - 12:00 PM

**Business Model Canvas**

SCORE  
January 11th  
10:00 AM - 12:00 PM

**Visions vs Goals:**

**What is the Difference and How do They Affect**

**My Business Growth**  
Michelle Olivia Travels  
January 13th  
10:00 AM - 12:00 PM

**Employee Benefits:**

**Health Care Insurance Explained**

Full Circle Insurance  
January 13th  
10:00 AM - 12:00 PM

**Building a Strong Employee Culture -  
The Importance of Getting It Right**

HPI Consulting, LLC  
January 14th  
9:00 AM - 10:00 AM

**Veteran Certifications**

Virginia APEX Accelerator  
January 14th  
9:30 AM - 11:30 AM

**SWaM Information Session**

SBSD  
January 14th  
10:00 AM - 12:00 PM

**Project Management Series:**

**Part 2 - Project Planning & Scope Management**

Invisara  
January 14th  
6:00 PM - 7:00 PM

**Future-Proofing Your Business:**

**Key Trends in Insurance and Risk Management**

**Every Entrepreneur Should Know**  
Tank Commercial Insurance Brokers  
January 15th  
10:00 AM - 12:00 PM

**Non-Traditional Funding Options for Businesses**

Trust Financing Solutions  
January 15th  
11:00 AM - 12:00 PM

# In-Person Training Schedule

## Government Contracting 101 Bids & Proposals

### Series:

#### Part 1 - Government Solicitations Overview

SBSD

January 16th

3:00 PM - 5:00 PM

### Business Essentials for Entrepreneurs:

#### Navigating Commercial Real Estate and More

BP Real Estate

January 21st

10:00 AM - 12:00 PM

### Project Management Series:

#### Part 3 - Risk Management in Projects

Invisara

January 21st

6:00 PM - 7:00 PM

### Leading with Love Through Service

Amann LLC

January 22nd

10:00 AM - 12:00 PM

### Turning Strangers into Customers Using Paid Ads on Facebook and Instagram

Jeraud Marketing Group

January 23rd

10:00 AM - 12:00 PM

### Fresh Start:

#### Key Cannabis Insights for the Year Ahead

Armintia

January 23rd

11:00 AM - 12:00 PM

### Introduction to Nonprofits:

#### Building a Mission-Driven Organization

SCORE

January 25th

10:00 AM - 12:00 PM

### Employee or Contractor?

HPI Consulting, LLC

January 28th

1:00 PM - 2:00 PM

### Project Management Series:

#### Part 4 - Time Management & Scheduling Techniques

Invisara

January 28th

6:00 PM - 7:00 PM

### Minding Your Small Business

Veterans Business Outreach Center (VBOC)

January 29th

10:00 AM - 12:00 PM

## Government Contracting 101 Bids & Proposals

### Series:

#### Part 2 - The Importance of Evaluations and Instructions Offerors

SBSD

January 30th

3:00 PM - 5:00 PM

# Virtual Training Schedule

## **Building Strong Credit**

Operation HOPE  
January 2nd  
1:00 PM - 2:00 PM

## **Small Business Workshop**

Operation HOPE  
January 3rd  
11:00 AM - 1:00 PM

## **HUD Credit & Money Management Workshop**

Operation HOPE  
January 4th  
9:00 AM - 12:00 PM

## **Price to Win - It's More than Just Pricing**

Virginia APEX Accelerator  
January 7th  
10:00 AM - 1:00 PM

## **How to Start A Business Using A Free SCORE Mentor**

SCORE  
January 7th  
1:00 PM - 2:00 PM

## **Understanding the 5 Most Common Legal Forms of Business**

SCORE  
January 8th  
1:00 PM - 2:30 PM

## **Setting Financial Goals**

Operation HOPE  
January 8th  
6:30 PM - 8:00 PM

## **Small Business Success: SBA Funding Options & Resources**

SBA  
January 9th  
10:00 AM - 10:45 AM

# Virtual Training Schedule

## Google Analytics for Small Businesses - How to Improve Your Website Traffic

SCORE  
January 9th  
1:00 PM - 2:00 PM

## Small Business Workshop

Operation HOPE  
January 14th  
6:30 PM - 8:00 PM

## Master Class: Branding Basics

VB SWaM Office &  
Open Door Media Solutions  
January 15th  
12:00 PM - 1:30 PM

## Joint Ventures - A Roadmap for Small Business Government Contractors

Virginia APEX Accelerators  
January 15th  
1:00 PM - 2:00 PM

## Banking 101

Operation HOPE  
January 15th  
3:00 PM - 4:00 PM

## Marketing 101 For Federal Contractors: Attract The Primes, Attract The Government

Virginia APEX Accelerator  
January 23rd  
9:30 AM - 11:30 AM

## A Basic QuickBooks Guide for Small Business Owners

SCORE  
January 23rd  
1:00 PM - 2:00 PM

## 2025 Hottest Business Ideas, Trends, & Markets

SCORE  
January 28th  
1:00 PM - 2:00 PM

# ONE-ON-ONE BUSINESS CONSULTATIONS

(By Appointment Only)

## Meet the Banker (Fulton Bank)

January 10th  
1:00 PM - 3:00 PM

## Transformational Leadership Coaching (Sharonda Michell Coaching)

Tuesdays  
10:00 AM - 12:00 PM

## Financial Advisor on Call (Reservoir Financial)

Wednesdays  
11:00 AM - 2:00 PM

## Discover the Power of Coaching (Karen Price Owen Life Coaching)

Wednesdays  
1:00 PM - 3:00 PM

## CPA on Call (Pixel Financial Group)

Every Other Calendar Wednesday  
11:00 AM - 2:00 PM

## Virginia APEX Accelerator Program

Monday - Friday  
9:00 AM - 4:00 PM

# ONE-ON-ONE BUSINESS CONSULTATIONS

(By Appointment Only)

## Marketing on Call (Artisan-Preneur Consulting)

Thursdays  
11:00 AM - 1:00 PM

## Small Business Counseling Sessions (SCORE)

Tuesdays & Thursdays  
10:00 AM - 1:00 PM

## Marketing Consultation with Simon (Open Door Media Solutions, LLC)

Wednesdays, Thursdays, & Fridays  
10:00 AM - 4:00 PM

## Business Counseling (SBSD)

January 9th  
9:00 AM - 12:00 PM

January 23rd  
9:00 AM - 12:00 PM

## Website Strategies for Small Businesses (AMJ Web Solutions)

Wednesdays  
10:00 AM - 2:00 PM

## HR Consulting (HPI Consulting, LLC)

January 14th  
10:00 AM - 12:00 PM

January 28th  
10:00 AM - 12:00 PM

## Customer Service Consulting (Amann LLC)

January 22nd  
12:00 PM - 3:00 PM



# UPCOMING OPPORTUNITIES



## Economic Uplift Capital Accelerator Program



Accepting Applications:  
January 6, 2025 - February 5, 2025

### About the Program

AGH Advisory Services, Virginia Beach SWaM, and The HIVE are partnering up to bring you the Economic Uplift Capital Accelerator (UPLIFT) Program - as it serves as an intensive 8-week program to promote growth for businesses that serve emerging communities through enhanced access to capital, business networks, and supply chains to helping fuel more equitable economic growth and wealth building in the region.

### What You Need to Know



#### **Register & Submit Documents**

Register interest in attending the program no later than February 6, 2025. This 8-week course will be held once a week February 19, 2025 through April 16th, 2025.



#### **Interview Process**

Applications will be processed and applicants will be notified of next steps.

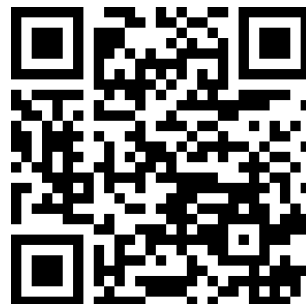


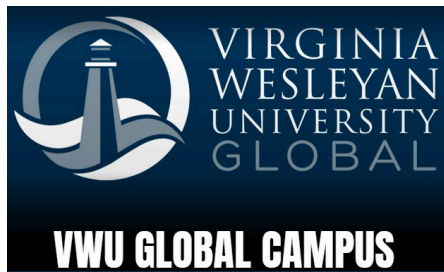
#### **Eligibility**

- Businesses must have been in operation for at least 2 years. Businesses in operation for less than 2 years will be considered by a case by case basis.
- Businesses must be registered and in good standing to operate a business.
- Must have at least \$50,000 in annual gross revenue.

**Accepting Applications  
Jan 6th - Feb 5th**

[www.aghadvisorsllc.com/uplift](http://www.aghadvisorsllc.com/uplift)





# Enhance Your Skills & Increase Your Employability

Low-and No-Cost Professional Development Workshops  
At Virginia Wesleyan University and The HIVE

Spring 1 2025 | January 6 - February 28, 2025

In-Person Workshops at Virginia Wesleyan University & The HIVE

## CompTIA A+ Core 1 & Core 2

Jan. 7 - Feb. 27 Tue/Thur | 6-9:00 PM

**Instructor:** Christina Todd

Clarke Hall, Room 125 | VWU

Workshop description: Prepare for success with the CompTIA A+ Certification workshop. Prepare to unlock the gateway to a thriving IT career with this comprehensive workshop designed to equip participants for the CompTIA A+ exam. Delve into essential concepts, practical skills, and invaluable insight necessary to excel in information technology. Join us to embark on a journey towards professional growth in the digital age. The CompTIA A+ Core Series requires candidates to pass two exams: Core 1 (220-1101) and Core 2. Prerequisite: A+ Certification Prep Workshop or IT Experience (Resume Required). Participants are responsible for course material costs. *Completion of the workshop earns a microcredential and electronic badge from VWU.*

## Public Speaking 1: Skill Mastery

Jan. 7 - Feb. 27 Tue/Thur | 6-8:00 PM

**Instructor:** Allison Moore

The HIVE | 140 Independence Blvd., Virginia Beach

Focused on helping participants build confidence, overcome fear, and deliver effective presentations. *Completion of this workshop earns a microcredential and electronic badge from VWU.*

## CompTIA Security+

Jan. 7 - Feb. 27 Tue/Thur | 6-9:00 PM

**Instructor:** Annie Gallup

Social Science Lab 107 | VWU

CompTIA Security+ is the first security certification a candidate should earn. It establishes the core knowledge required of any cybersecurity role and provides a springboard to intermediate-level cybersecurity jobs. Participants are responsible for course material costs. *Completion of this workshop earns a microcredential and electronic badge from VWU.*

## CompTIA Network+

Jan. 7 - Feb. 27 Tue/Thur | 6-9:00 PM

**Instructor:** Michael Skipper

Clarke Hall, Room 215 | VWU

Enhance Your Networking Expertise with CompTIA Network+! As the backbone of modern communication and technology, networking is essential for every IT professional. This workshop equips you with the skills to design, manage, and troubleshoot both wired and wireless networks, ensuring seamless connectivity and security. Gain experience in configuring network devices, understanding protocols, and implementing best practices. Elevate your ability to support organizational infrastructure and prepare for the CompTIA Network+ certification. Participants are responsible for course material costs. *Completion of this workshop earns a microcredential and electronic badge from VWU.*

Register today at  
[vwu.edu/workshops](http://vwu.edu/workshops)

If you've completed a previous workshop and would like to enroll in another, please email  
[ceinfo@vwu.edu](mailto:ceinfo@vwu.edu)

**CompTIA Cloud+****Jan. 6 -Feb. 26** Mon/Wed | 6-9:00 PM**Instructor:** Christina Todd  
Clarke Hall, Room 125

Learn how to analyze the different cloud models to design the best solution to support business requirements; manage and maintain servers, including OS configurations, access control and virtualization. Participants will also learn to analyze system requirements to successfully execute workload migrations to the cloud. This workshop will wrap up with operations and support, and troubleshooting. Participants are responsible for course material costs.

*Completion of this workshop earns a microcredential and electronic badge from VWU.*

**Cultural Awareness 1: Communication & Sensitivity****Jan. 6 - Feb. 26** Mon/Wed | 6-8:00 PM**Instructor:** Allison Moore  
The HIVE | 140 Independence Blvd., Virginia Beach

A foundational class providing tools to communicate effectively and respectfully across diverse cultures, communities and lifestyles. *Completion of this workshop earns a microcredential and electronic badge from VWU.*

**IT Certification Prep Workshop****Jan. 6 - Feb. 26** Mon/Wed | 6-8:00PM**Instructor:** Leon Burke  
Social Science Lab 107 | VWU

This workshop is the pre-requisite for the CompTIA Certification workshops. Students will learn and review basic computer concepts and terminology to prepare them for the CompTIA A+ and Security workshops. The prep workshop is designed for those students seeking to enroll in the A+ workshop in the spring. This workshop is required to enroll in the CompTIA workshop. *Completion of this workshop earns a microcredential and electronic badge from VWU.*

**Logistic Supply Chain Management -> Including Tariffs and Customs Rules and Regulations****Jan. 6 - Feb. 26** Mon/Wed | 6-8:00 PM**Instructor:** Ron Roistacher  
The HIVE | 140 Independence Blvd., Virginia Beach

This workshop covers fundamental aspects of supply chain management, operations, logistics, and customer service. Participants will gain insights into transportation and logistics, shipment management, and handling export and import documents. Key topics include shipping processes, document management for international trade, and effective management of transportation costs. *Completion of this workshop earns a microcredential and electronic badge from VWU.*

**Project Management Essentials with CAPM Prep****Jan. 6 - Feb. 27** Tue/Thur | 6-8:00 PM**Instructor:** Dr. Charmaine Wilson  
The HIVE | 140 Independence Blvd., Virginia Beach

Equip yourself with crucial project management skills tailored for both project managers and support roles. Our course materials adhere to globally recognized project management standards. Focused on key concepts including time, cost, risk, and communication, participants will not only meet but exceed the educational prerequisites for the Certified Associate in Project Management (CAPM®) certification by PMI®. These hours contribute to the 35 hours of required project management education/training for CAPM® certification. *Completion of this workshop earns a microcredential and electronic badge from VWU.*



# SMALL BUSINESS GRANTS & LOANS



## **Virginia Minority Business Development Agency**

Funded by the U.S. Department of Commerce, Minority Business Development Agency, they help Minority Business Entrepreneurs gain greater access to contracts/markets/capital in the Federal/State/Local/Commercial space. They deliver strategic business consulting, technical assistance & work to understand your capabilities to develop near & long-term strategic growth.

## **37 Angels**

37 angels is an organization made up of female angel investors that invest in women-owned small businesses. The organization recognizes the disadvantages that female entrepreneurs face in the loan market and seeks to close that gap. To help women keep their companies afloat, 37 Angels offers grants as large as \$150,000.

## **Amazon Black Business Accelerator**

Grow your business with dedicated resources, financial assistance, business education & coaching, and marketing & advertising support.

## **SBA Microloans**

These government-backed loans of up to \$50,000 can be a good choice for new or very small businesses. They're typically issued by nonprofit community financial institutions, many of which offer additional training and resources.

# SMALL BUSINESS GRANTS & LOANS



## **National Association for the Self-Employed Growth Grants**

This nonprofit trade association provides educational resources and grants for small businesses and entrepreneurs. To apply for a grant of up to \$4,000, you'll need to become an active member of the association, provide a detailed explanation of how you'll use the funds, show how the grant will support your business growth and provide supporting documentation.

## **Hello Alice Grants**

Hello Alice provides a single application for multiple grants, as well as knowledge, networking, and connections for entrepreneurs. New grants are constantly being added.

## **Shea Moisture Fund**

The Shea Moisture Fund offers grants and propose programs to small, Black-owned businesses, including The Next Black Millionaires program. This program awards \$100,000 grants, along with business development services and retail distribution support. To be eligible, your business must have been in business for at least two years and have annual revenue of at least \$25,000.

## **Small Business Innovation Research Program**

The Small Business Innovation Research (SBIR) program strengthens opportunities for innovative small businesses using federally funded research. The program stimulates technological innovation, uses small businesses to meet federal research needs, and enables participation by socially and economically disadvantaged businesses.

## **Virginia SBDC Funding Resources**

The SBDC offers information and resources on federal, state and local loan programs, tax incentives, and other financial resources available to both established small businesses and startups.

# SMALL BUSINESS GRANTS & LOANS



## **Community Business Partnership (CBP)**

The CBP serves startups and existing small business owners including women, veterans, and minorities primarily located in the DMV Metropolitan region. The business owners we serve are across most business sectors and have a wide range of financial positions. However, we focus on supporting micro-enterprises that are underbanked and underserved in our community.

## **Virginia Economic Development Incentive Grant (VEDIG)**

The Virginia Economic Development Incentive Grant program (VEDIG) assists and encourages companies to invest and create new employment opportunities by locating significant headquarters, administrative, or service sector operations in Virginia. There must be an active and realistic competition between Virginia and another state or country for attracting the project.

## **Grants.gov**

Grants.gov is one of the first resources you may want to investigate for business grants —both minority grants and other opportunities. The database, maintained by the Office of Management and Budget (OMB), contains information about more than 1,000 federal grants. It also includes details about the eligibility requirements for each program

To apply for a grant through the Grants.gov system, you'll need to first establish a Workspace account that you (and your team) use to access the system's applications. Once you complete this step, you'll be free to search for federal grants that align with your business goals and apply for those you believe are a good match for you.

**For Women Only**

# **SMALL BUSINESS GRANTS & LOANS**



## **The Amber Grant**

This grant is for women only, and there is an award every month. This grant was founded after the untimely death of a young woman named Amber. She passed before she could realize her dreams of starting a business.

## **Backstage Capital**

Backstage invests in startup founders who identify as a Woman, Person of Color, and/or LGBTQ. They believe these founders are underestimated and have the most potential for unlocking innovation and creating valuable businesses. To support more founders, they're growing a global community of local accelerator programs.

## **Grantsforwomen.org**

Grants For Women helps small business owners find and research grant opportunities. The grants differ in scope, region, qualifying criteria, and amount, based on the institution offering them.

## **IFundWomen Universal Grant**

At IFundWomen, members have access to a variety of grants, from our monthly Pay-It-Forward crowdfunding grant to those from corporate partners like Visa, Unilever, Diageo, Vista, adidas, American Express, and more.


## **Minority and Women Farmers and Rancher Loans**

Loans to historically underserved and women farmers and ranchers are not a special type of loan program or loan type. Rather, this designation refers to a specific funding source known as Socially Disadvantaged Applicant (SDA) funding. To be considered for targeted funding, loan applicants must voluntarily provide race, ethnicity, and gender information.

# Available Office Workspace



For additional business resources, visit us at: [yesvirginiabeach.com/thehive](http://yesvirginiabeach.com/thehive) or contact us at:

 (757) 385-2470

 [thehive@vbgov.com](mailto:thehive@vbgov.com)



## Thrive @ The HIVE

### WHAT

The HIVE is offering a workspace at no cost to existing Virginia Beach startups, home-based businesses and military spouse entrepreneurs to help them grow and succeed.

### WHO

The space is available to:

- Virginia Beach startups and/or
- Home-based businesses with current business licenses
- Hampton Roads military spouse entrepreneurs

### WHEN

The workspace is available for two months (two business days a week).

Members of **Thrive @ the HIVE** have access to:



**Private  
Conference  
Rooms**



**Secure  
High-Speed  
WI-FI**



**Free Events &  
Business Forums**



**Unlimited  
Free  
Parking**



**Business  
Counselors**



**Access to  
Computer  
Technology**

At The HIVE, you also get access to our network of applicable organizations



[www.yesvirginiabeach.com/thehive](http://www.yesvirginiabeach.com/thehive)

### WHERE

The HIVE is located in the Town Center of Virginia Beach at 140 Independence Blvd, Suite 100.

### HOW

To learn more and apply, visit the HIVE's [Thrive @ the HIVE page](#). If you are interested in the program but you are not eligible, please check if you qualify for other resources here.