

# Module - ③

FEBRUARY 4, 2025 (Tue) 1:00 pm (90 min, PST)

## INTRODUCTION TO CITY OF LA CERTIFICATIONS FOR SMALL BUSINESSES

This webinar will show you how the City of Los Angeles' certification programs can provide a competitive edge for your business and open doors to exclusive contracting opportunities, special set-aside programs, and valuable resources.

Connecting Small Businesses  
with L.A.'s Big Opportunities

Unlock Contracting Opportunities  
with Free Support Services

### Guest Speakers

### Host & Moderator



Teresa Macias-Ruiz  
Bilingual Business Outreach Liaison  
Department of General Services



Ed Salcedo  
President  
GCAP Services, Inc



Melissa Savage  
Senior Management Analyst I  
City of LA



Cristina Espiritu  
Procurement Manager  
PACE

### THE WEBINAR COVERS

- **ProcureLA/PACE Services**
- **Benefits of Certifications** - Discover how certifications can help your business access contract opportunities
- **Eligibility for Certifications** - Learn the specific requirements and qualifications for certifications with the City of Los Angeles.
- **Applying for Certifications** - Get step-by-step guidance on the certification application process.

ProcureLA, a new program launched by Mayor Bass and the City of Los Angeles Economic and Workforce Development Department (EWDD), provides free resources to help small businesses secure contracts and is operated by **PACE (Pacific Asian Consortium in Employment)**.