

Division of Supplier Diversity  
2020 Outreach  
Summary Report



INDIANA DEPARTMENT OF  

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ADMINISTRATION

[WWW.IN.GOV/IDOA](http://WWW.IN.GOV/IDOA)

12/14/2020

# About the Division

The Indiana Department of Administration (IDOA), Division of Supplier of Diversity (DSD) is the only State's certifying agency for Minority Owned Businesses (MBE), Women Owned Businesses (WBE) and Indiana Veteran Owned Small Businesses (IVOSB). Through certification, the Division works to increase the pool of eligible diverse suppliers for government contract utilization. The Division also helps with contract compliance to ensure that diverse subcontractors are receiving fair and equal treatment on state-funded contracts. In addition, DSD focuses on outreach and business development strategies as we continue to provide existing and potential vendors with unique opportunities to network and build relationships with various stakeholders: government entities, private sector organizations, prime contractors, and other vendors.

## Meet the Dream Team



Lesley Crane  
Commissioner



Maia Saprashvili  
Deputy Commissioner



Dr. Vonda Brooks  
Director of Business  
Development & Outreach



Crystal Bell  
Certification Specialist



Vivian Cage  
Certification Specialist



Rashmi Fansler  
Office Administrator



Carmen Ledezma  
Certification Specialist



Terrence Mahomes  
Contract Compliance  
Manager



Kesha Rich  
Director of  
Development and  
Compliance



Amber Sapenter  
Business Development  
& Outreach Manager

# Seeing the Big Picture

The Indiana Department of Administration (IDOA), Division of Supplier of Diversity (DSD) adjusted to our “new normal” due to COVID-19 and transitioned our outreach efforts to a digital platform. “Seeing the Big Picture” the theme of 2020 business Conference season, was our new weekly/bi-weekly web series that featured information from our partners to provide diverse suppliers with access to resources on a digital platform. The Division featured a new organization, Progression Partners, that highlighted the best practices for businesses to consider as they developed their contingency plans during the COVID-19 pandemic. DSD began the webinar series at the beginning of May and concluded with our final session on August 27, 2020. During the twelve (12) weeks, DSD hosted twenty-seven (27) panelists, with four-hundred and twenty-three (423) participants.

**May 6**

- U.S. Small Business Administration
- Indiana Bankers Association

**May 14**

- Indiana Economic Development Corporation
- Indiana Housing and Community Development Authority

**May 21**

- IndyGo
- Indy Chamber

**May 28**

- Indianapolis Airport Authority
- Indiana Department of Transportation

**June 3**

- Gary Sanitary District
- City of Hammond

**June 11**

- University of Southern Indiana
- Indiana State University
- Ball State University

**June 18**

- Indiana Veterans Affairs
- Ivy Tech

**June 25**

- Indiana University
- Purdue University
- Vincennes University
- U.S. Small Business Administration

**July 9**

- Indiana Bureau of Motor Vehicles
- Indiana Toll Road Concession Company

**July 23**

- Indy Black Chamber
- Department of Natural Resources
- Mid-States MSDC

**August 13**

- Indiana Native American Indian Affairs Commission
- Indiana Commission for Social Status of Black Males

**August 27**

- Indiana Black Expo

# 12<sup>th</sup> Annual DSD Business Conference

The Indiana Department of Administration 12<sup>th</sup> Annual Division of Supplier Diversity Business Conference in partnership with Progression Partners was held on October 5<sup>th</sup>-9<sup>th</sup>, 2020. We had a full week that was packed with resources that helped businesses see the big picture. The DSD Business conference was a huge SUCCESS! Over 675 participants attended our virtual workshops that focused on Certification, Access to Capital, Leadership, State Educational Institutions (SEI's), Contracts of Tomorrow, and Bonding.

## Progression Partners

In seeing the big picture requires a strategy mindset and strong leadership. Progression Partners helps companies nationwide develop leaders for now and in times of change. In our efforts to bring you the richest information and best dialogue, we asked Progression Partners to join us in partnering in the creation, format and delivery of this conference. They are the founders of the "Women of Distinction" conferences. They bring data, interactivity and a richness in dialogue to set us apart in conference delivery - now and in the future.



The graphic features a vertical column of puzzle pieces on the left side, with some pieces filled in dark blue and others as outlines. The background is a light blue with diagonal stripes. Logos for IDOA and Progression Partners are at the top left. The main title 'SEEING THE BIG PICTURE CONFERENCE SCHEDULE' is in large yellow letters. The dates 'OCT 5-9TH 2020' are in white. The schedule is organized into two columns: 10:00 A.M. - 11:00 A.M. and 1:00 P.M. - 2:00 P.M., with days of the week listed on the left of each column.

IN PARTNERSHIP WITH  
**PROGRESSION PARTNERS**  
 PRESENT

12TH ANNUAL DIVISION OF SUPPLIER DIVERSITY BUSINESS CONFERENCE  
 OCT 5-9TH 2020

### SEEING THE BIG PICTURE CONFERENCE SCHEDULE

	10:00 A.M. - 11:00 A.M.	1:00 P.M. - 2:00 P.M.
<b>MON</b> 10.5.20	<ul style="list-style-type: none"> <li>• BUSINESS CONFERENCE WELCOME</li> </ul>	<ul style="list-style-type: none"> <li>• HOW YOUR CERTIFICATION CAN SET YOU APART</li> </ul>
<b>TUES</b> 10.6.20	<ul style="list-style-type: none"> <li>• DOING BUSINESS WITH CAPITAL PARTNERS</li> </ul>	<ul style="list-style-type: none"> <li>• DEVELOPING THE LEADER IN YOU</li> </ul>
<b>WED</b> 10.7.20	<ul style="list-style-type: none"> <li>• STATE EDUCATIONAL INSTITUTIONS</li> </ul>	<ul style="list-style-type: none"> <li>• STATE EDUCATIONAL INSTITUTIONS</li> </ul>
<b>THUR</b> 10.8.20	<ul style="list-style-type: none"> <li>• CONTRACTS OF TOMORROW</li> </ul>	<ul style="list-style-type: none"> <li>• BONDING BASICS</li> </ul>
<b>FRI</b> 10.9.20	<ul style="list-style-type: none"> <li>• COACHING CIRCLE</li> </ul>	<ul style="list-style-type: none"> <li>• FINISHING TOUCHES OF THE BIG PICTURE</li> </ul>

# HOW YOUR CERTIFICATION CAN SET YOU APART

**PANELIST:**

INDIANA DEPARTMENT OF ADMINISTRATION

- RALPH ADAMS

GOVERNOR'S COMMISSION ON SUPPLIER DIVERSITY

- GREGORY WILSON

MARSHA'S SPECIALTY DESSERTS

- MARSHA QUARLES

RITE QUALITY OFFICE SUPPLIES, INC

- DOUGLAS VAUGHN

## 12TH ANNUAL DIVISION OF SUPPLIER DIVERSITY BUSINESS CONFERENCE

### SEEING THE BIG PICTURE:

**MONDAY, OCTOBER 5TH 2020 | 1:00 P.M. EST**

This session provides business owners with a brief overview of the certification process in to dispel common myths and misconceptions. Attendees will hear about the certification application process, the importance of MBE, WBE and IVOSB policies and how business owners have leveraged their certification to help their business grow. This workshop is an initiative to help newly certified MBEs, WBEs and IVOSBs navigate through the State of Indiana contracting process. This program will identify the fundamental information business owners need to know when actively pursuing a state contract as a contractor or subcontractor.

Tuesday, October 6

# DOING BUSINESS WITH CAPITAL PARTNERS

**PANELIST:**

CENTIER BANK

- THOMAS NEUFFER

PNC BANK

- JANE ESTES

U.S. SMALL BUSINESS ASSOCIATION

- MARTIN ANDERSON

## 12TH ANNUAL DIVISION OF SUPPLIER DIVERSITY BUSINESS CONFERENCE

### SEEING THE BIG PICTURE:

**TUESDAY, OCTOBER 6TH 2020 | 10:00 A.M. EST**

Representatives from different banks and the Small Business Administration will discuss how to access capital, especially, during the times like this and COVID-19 pandemic as well as, discussing the different capital incentives for diverse businesses.

# DEVELOPING THE LEADER IN YOU

## 12TH ANNUAL DIVISION OF SUPPLIER DIVERSITY BUSINESS CONFERENCE

### SEEING THE BIG PICTURE:

**TUESDAY, OCTOBER 6TH 2020 | 1:00 P.M. EST**

As you grow your business, grow YOU as a leader. The dividends are business impact and increased business performance. Join us in an interactive session which explores your own development needs and provides that rare moment to create a development plan for your own growth. This is a moment to invest in you! Where are you a pro? Where are your opportunities to improve? Where can you improve to help your teams and organization? Learn how frustrations can be the opportunities for change. We will introduce you to the Cornerstones of Leadership™ foundational areas associated to your leadership brand, and some key tools you can implement right away!

**PANELIST:**

**PROGRESSION PARTNERS**

- BOBBIE SHREINER

**PROGRESSION PARTNERS**

- GAYLEN OSBORN

To attend this sessions visit:

### Wednesday, October 7

# STATE EDUCATIONAL INSTITUTIONS

## 12TH ANNUAL DIVISION OF SUPPLIER DIVERSITY BUSINESS CONFERENCE

### SEEING THE BIG PICTURE:

**WEDNESDAY, OCTOBER 7TH 2020 | 10:00 A.M. EST**

This workshop highlights IDOA DSD's State Educational Institution's initiative to engage and educate businesses looking for resources to further develop their companies. Presenters on this panel identify available resources that attendees can take advantage of for a positive impact on the growth of their businesses. Learn first-hand from the organizations that keep your business goals in mind, touching on businesses securing current and future procurement opportunities.

**PANELIST:**

**INDIANA UNIVERSITY**

- ROBERT J HALTER, C.P.M.

**INDIANA STATE UNIVERSITY**

- KEVIN BARR

**UNIVERSITY OF SOUTHERN INDIANA**

- DAN MARTENS

**VINCENNES UNIVERSITY**

- MICHAEL MORRISON

# STATE EDUCATIONAL INSTITUTIONS

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#### PANELIST:

- BALL STATE UNIVERSITY**
  - ROGER HASSENZAHL
- PURDUE UNIVERSITY**
  - CHRIS SPRINGER
- IVY TECH COMMUNITY COLLEGE**
  - MICHAEL BABCOCK

# CONTRACTS FOR TOMORROW

## 12TH ANNUAL DIVISION OF SUPPLIER DIVERSITY BUSINESS CONFERENCE

### SEEING THE BIG PICTURE:

THURSDAY, OCTOBER 8TH 2020 | 10:00 A.M. EST

This workshop is designed for businesses that are ready willing and able to secure contracts as a contractor or subcontractor with IndyGo, IDVA, DWD, INDOT & PTAC. Panelist of this workshop unveil current and upcoming projects within their respective organizations and opportunities for Minority, Women and Veteran owned businesses.

#### PANELIST:

- INDYGO**
  - CHELCI R. HUNTER
- INDIANA DEPARTMENT OF VETERAN AFFAIRS**
  - JOSEPH DEVITO
- INDIANA DEPARTMENT OF WORKFORCE DEVELOPMENT**
  - DAVID DOUGLASS
- IEDC PROCUREMENT TECHNICAL ASSISTANCE CENTER**
  - CHRISTINE JEFFERS
- INDIANA DEPARTMENT OF TRANSPORTATION**
  - SEAN HOWARD

# BONDING BASICS

## 12TH ANNUAL DIVISION OF SUPPLIER DIVERSITY BUSINESS CONFERENCE

### SEEING THE BIG PICTURE:

**THURSDAY, OCTOBER 8TH 2020 | 1:00 P.M. EST**

**PANELIST:**

**US SMALL BUSINESS ADMINISTRATION**

- TAMARA E.MURRY

Are you prepared to take your construction, service, or manufacturing business to the next level? Are you interested in new contracting opportunities? Bonding Basics will give you the tools to help you obtain contract bonding for government and private contracts and subcontracts. This session will focus on defining contract bonds and why they are required by project owners, what you need to know about applying for contract bonding, and how SBA's Surety Bond Guarantee Program can help new, emerging and other small businesses access contract bonding for the first time or increase their current bonding capacity.

Friday, October 9

# COACHING CIRCLE

## 12TH ANNUAL DIVISION OF SUPPLIER DIVERSITY BUSINESS CONFERENCE

### SEEING THE BIG PICTURE:

**FRIDAY, OCTOBER 9TH 2020 | 10:00 A.M. EST**

**PANELIST:**

**PROGRESSION PARTNERS**

- BOBBIE SHREINER
- GAYLEN OSBORN

Business leader, you are not the only one who finds leading a business challenging, so why go it alone? Facilitated by a Progression Partners coach, this interactive session will unlock the power of a group focused on finding solutions. Participants will tackle some challenges that conference participants have shared during the week. The group will explore actions that can be taken to address these challenges, and each participant will identify individual actions to move toward solutions to the most troubling leader challenges. After this session, leaders feel refreshed and revitalized with new approaches and recommendations.

# 1<sup>st</sup> Annual Cassondra Wilson Ignite Award



A successful businesswoman herself, Commissioner Cassondra Wilson was a tireless supporter and a loud voice for minority, women and veteran-owned businesses. We can proudly and without a shadow of a doubt say that Cassondra Wilson left a legacy for diverse businesses in the State of Indiana! She will not be forgotten, and her name will live on! The Governor's Commission on Supplier Diversity asked the Indiana Department of Administration Division of Supplier Diversity to have an award named after Cassondra Wilson that will go to a business, a person or an organization annually that will advocate for the minority, women and veteran owned businesses in the State of Indiana. This is the Commission's pledge to Cassondra and her children that her tireless efforts will have no end and her passion will continue to impact on future business generations!

The award was presented to Deborah Carroll, Owner of Clean Source, Inc. MBE/WBE

Being gifted with an eye for detail, Deborah Carroll is a CEO who is committed to providing exemplary customer service. A philanthropist at heart, Deborah has spent several years providing re-entry employment opportunities and giving people second chances at life. In November 2000 Deborah established Clean Source Inc., which currently employs over 100+ people. Clean Source is a commercial cleaning company that is located in Indianapolis Indiana and services areas all throughout the city. Her leadership and direction has catapulted Clean Source into a top competitor in the commercial cleaning industry.



## Governor's Award for Achievement in Community Diversity and Inclusiveness



On Wednesday, August 26, 2020, Gregory Wilson, the Chairman, Governor's Commission on Supplier Diversity and the Executive Director, Indiana Civil Rights Commission (ICRC), presented the award to IDOA Commissioner Lesley Crane on behalf of Governor Eric J. Holcomb during the 2020 Governor's Celebration of Community Service Awards. Every year ICRC and Indiana Black Expo collaborate to highlight unsung heroes and prominent leaders throughout the state for their outstanding achievement within the African American communities. In a special acknowledgement congratulations to our Commissioner on receiving this acknowledgement for her leadership and commitment to the Indiana Department of Administration Division of Supplier Diversity!

# Disparity Study 2020

The Governor's Commission on Supplier Diversity relies on the Statistical Analysis of Utilization Study (Disparity Study) to establish annual goals for participation of MBEs to ascertain a "compelling interest" as set forth by *Richmond v. Croson*, 488 U.S. 469 (1989). The Study includes data from July 1, 2013 through June 30, 2018 on both contracts and subcontracts, as well as the availability and utilization of MBEs and WBEs in the State of Indiana. The Disparity Study reports on the utilization of MBEs and WBEs, in accordance with Indiana statute IC 4-13-16.5 for IDOA and applicable separate bodies, corporate and politic. The focus of the Study is to determine availability and utilization with the requirements set forth in IC 4-13-16.5-2 and Title 25 of Indiana Administrative Code (IAC), Article 5.

In September 2019, the IDOA commissioned BBC Research & Consulting (BBC) to conduct a Disparity Study to assess whether MBE, WBE and IVOSB businesses face any barriers as part of the State of Indiana's contracting processes. Information from the study helps IDOA assess its efforts to encourage the participation of MBE/WBE/IVOSB businesses in state contracts and help inform any refinements that IDOA might make to its implementation of the State's supplier diversity program or state contracting policies.

The Disparity Study focuses on construction, professional services, and goods and supplies contracts and procurements that state agencies and State Educational Institutions awarded between July 1, 2013 and June 30, 2018. BBC initiated the disparity study in September 2019 and will complete the study at the end of December 2020.

In an effort to spread awareness, DSD hosted the State of Indiana Disparity Study 2020 Update Webinar on April 30<sup>th</sup>. During the webinar, BBC Research spoke to 157 attendees about what to expect from the Study, what type of data was collected, what the data analyses looked like, and when to expect the final report. Attendees also heard from IDOA Commissioner Lesley Crane, Gregory Wilson, the Chairman of the Governor's Commission on Supplier Diversity, and Maia Siphrahvili, Deputy Commission of the Division of Supplier Diversity.

## Out in the Field

Throughout 2020, DSD Webinar series hosted twenty-seven (27) panelists, and four-hundred and twenty-three (423) participants. In addition, the Indiana Department of Administration 12<sup>th</sup> Annual Division of Supplier Diversity Business Conference had 675 participants. Finally, DSD hosted 40 webinars and participated in 31 virtual webinars reaching 4,068 participants.

### Our Partners of 2020:

- Ball State University (BSU)
- City of Gary
- City of Indianapolis
- City of South Bend
- Indiana Airport Authority (IAA)
- Indiana American Water
- Indiana Black Expo (IBE)
- Indiana Civil Rights Commission (ICRC)
- Indiana Economic Development Corporation (IEDC)
- Indiana Housing Community Development Authority (IHCDA)
- Indiana Latino Expo (ILE)
- Indiana Latino Institute (ILI)
- Indiana Small Business Development Center (ISBDC)
- Indiana State Fair
- Indiana State University (ISU)
- Indiana University (IU)
- Indianapolis Airport Authority (IAA)
- Indianapolis Chamber
- Indianapolis Urban League
- IndyGo
- IVY Tech
- Mexican Consulate
- Mid-States MSDC
- Porgression Partners
- Purdue University (PU)
- University of Southern Indiana (USI)
- U.S. Small Business Administration (SBA)
- Vincennes University