The Link to Supplier Diversity

A publication of the Indiana Department of Administration Division of Supplier Diversity

April 2015

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Event Calendar

Pay Audit Webinar	April 8
NAWBO Trailblazers	April 8
Certification Webinar	April15
Pay Audit Webinar	May 13
Certification Webinar	May 20

More details can be found at:
http://www.in.gov/idoa/mwbe/2749.htm

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Office of Small Business & Entrepreneurship 2014 Success

Lt. Governor Sue Ellspermann has released the 2014 performance results for the Indiana Office of Small Business and Entrepreneurship (OSBE), its ten Small Business Development Centers (ISBDC) and the Procurement and Technical Assistance Centers (PTAC) located throughout the Hoosier state.

In June 2013, the State established OSBE as a stand-alone agency within the Office of the Lt. Governor to align efforts in supporting small businesses and entrepreneurs, which for Indiana, create 64% of new private-sector jobs and employ 49% of the private-sector workforce. As tools to successfully support and expand such a large part of the workforce, the ISBDCs serve as regional assets for Indiana entrepreneurs and are the entry point into all services provided through OSBE. Often housed with their ISBDC counterparts, the PTAC staff assists businesses interested in contracting to provide goods or services to federal, state and local government agencies.

INDIANA Office of Small Business & Entrepreneurship

"When Governor Pence and I came into office, we recognized the need for a separate agency to serve as the state resource for all small businesses in every stage of development," stated Lt. Governor Ellspermann. "In a short time, the Office of Small Business and Entrepreneurship has become an invaluable asset to Indiana assisting in the creation of nearly 1,600 full time jobs in 2014. The team plays an integral part in the Hoosier state leading the way nationally for small business growth and development."

The ten Indiana Small Business Development Centers

Continued on pg. 4...

2015 Disparity Study Update

BBC Research & Consulting has been commissioned to conduct the 2015 disparity study on behalf of the state of Indiana and each of the participating entities, the Indiana Department of Administration, Indiana Department of Transportation, Indianapolis Airport Authority, Hoosier Lottery and the seven state educational institutions – Ball State University, Indiana State University, Indiana University, Ivy Tech Community College, Purdue University, University of Southern Indiana and Vincennes University.

BBC RESEARCH & CONSULTING

The disparity study will compare the actual number of minority- and women-owned business enterprises that exist in the state, against the actual number of minority- and women-owned businesses being utilized in state government contracts.The study includes multiple phases, including public outreach, development of a legal framework for the study, collection and review of data, availability and utilization analysis, telephone surveys and interviews with business owners.

Currently, availability calls and in-depth interviews are being conducted as a part of the availability and utilization analysis phase of the project. Over the next few weeks, approximately 25,000 calls will be made to Indiana businesses to obtain feedback on their availability for contracting and also on market conditions in Indiana.

If you were unable to attend the disparity study public forums in January, but would like to submit written testimony related to your experience working in the marketplace, please email mwbe@bbcresearch.com.

Business Voice: A.G. Maas Company

Content Submitted by: Laura Sniadecki, A.G. Maas Company

Laura Sniadecki was born into this business, almost literally.

The story begins when Albert G. Maas began selling cleaning supplies from a horse-drawn cart on the streets of downtown Indianapolis in 1915. Fast forward to 1962 when Laura's grandfather purchased the business and expanded its offering to include specialty floor coatings and commercial dishwasher service.

Laura enters the picture in the mid-1970's when her mom, a young, ambitious Indiana University business school graduate began selling for Laura's grandfather. While pregnant with Laura, she acquired 100% ownership and continued to shatter gender stereotypes in this once male-dominated industry.

Laura has fond memories as a child of going to work with her mom, learning basic office skills and eventually sales following her graduation from Purdue University. In 2006, Laura was offered the opportunity to buy out her mom, so she started work on a business plan and met with several banks before securing an SBA loan to fund the purchase.

Today, A.G. Maas Company has diversified their business beyond janitorial supplies to include all areas of facility maintenance. Primary business divisions include janitorial supplies, toilet partitions and washroom accessories, site furnishings, indoor/outdoor matting, icemelt and water softener salt, and procurement services. A.G. Maas is open to the public, but focuses on business to business relationships in the metro-Indianapolis area.

Laura Sniadecki
President, A.G. Maas Company

A.G. Maas is committed to servicing their customers at the highest level from their consultative selling style to their customized delivery options. The entire A.G. Maas team has a virtually stop-at-nothing-to-satisfy-the-customer mentality. Their small size allows for flexibility to meet unique customer demands where their competition can be restricted by levels of administration and rigid process.

The most challenging part of running her business is never really taking a break from work. Laura has had three children in the past four years and took maternity leave with each one. Each time, she still managed all the payroll, paid bills, conducted employee interviews, responded to customers, submitted proposals and visited the office weekly. Fortunately, Laura has a talented, capable team of people supporting her in the office and technology allows for much of her work to be conducted remotely.

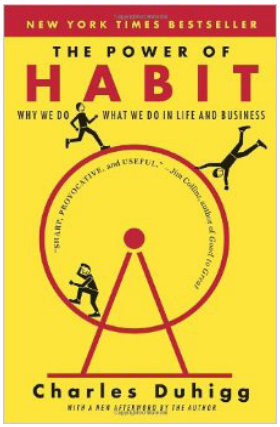
Laura's advice for a new business owner is to surround yourself with smart, successful people. Plan time in your schedule to be a part of organizations where these people network. You will eat lunch with them, volunteer with them and ultimately learn from them. They will teach you about business ownership and how to give back to your community. Do not ask them for this information directly. Be patient. Befriend them.

Laura believes businesses should work first to earn the trust of their

Continued on pg. 4...

Business Reads

"The Power of Habit: Why We Do What We Do in Life and Business."
By: Charles Duhigg



In The Power of Habit, Pulitzer Prize–winning business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Distilling vast amounts of information into engrossing narratives that take us from the boardrooms of Procter & Gamble to sidelines of the NFL to the front lines of the civil rights movement, Duhigg presents a whole new understanding of human nature and its potential.

At its core, The Power of Habit contains an exhilarating argument: achieving success is understanding how habits work. As Duhigg shows, by harnessing this new science, we can transform our businesses, our communities, and our lives.

Subcontractor & Other Business Opportunities

Project Name	Due Date	Contact Information
Burns Harbor - Main Line Rail Reconstruction, 2015, Contract 21505-C	Tuesday, April 14	Musselman & Hall Contractors, LLC Adam Turley Phone: (816) 457-1043
Emergency Generator for Fairbanks and Tirey Halls Bid Number B0023763	Thursday, April 23	Indiana State University Dale Warner Phone: (317) 634-4672 dale.warner@redimond.com
Active Learning Center – West Lafayette, IN	Thursday, April 30	Wilhelm Construction Co. Mark Dodson Phone: (317) 359-5411 MarkDodson@FAWilhelm.com

Business Quote

"As long as you're going to be thinking anyway, think big."

– Donald Trump

SAVE THE DATE
05 | 27 | 15
WEDNESDAY @ 8:30AM

THRIVE

CELEBRATING WOMEN'S LEADERSHIP & VISION

WOMEN'S LEADERSHIP ENGAGEMENT DAY

Wednesday, May 27
8:30 a.m. – 4:30 p.m.
Saint Mary's College, Notre Dame, IN

Don't miss this event, featuring women leaders from our region who will inspire, empower and transform your Mind, Body & Spirit.

Featuring dynamic presentations by:
Karen Freeman-Wilson, *Mayor of Gary, Indiana*
Tonya Brothers-Bridge, *Chief of Staff to Indiana Lieutenant Governor, Sue Ellspermann*
Norma Williams, *Entrepreneur (and "How Passions Fuel the Local Economy" TEDx Presenter)*

Plus, several breakout sessions.

Visit michianasassy.com for updates.

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OSBE 2014 Success (Cont.)...

support the formation, growth and sustainability of Indiana's small businesses by providing entrepreneurs expert guidance and access to a network of resources. Funding for the regional ISBDCs comes from the U.S. Small Business Administration, the State of Indiana, state universities, chambers of commerce, economic development offices, mayor offices and banks.

"The success for OSBE is measured by the effectiveness of programs under its management and its ability to bridge entrepreneurs with organizations engaged in supporting Indiana's small businesses," said OSBE State Director Jacob Schpok.

"For 2014, the ISBDCs produced great successes in their numbers and accomplishments. We can confidently report every dollar invested in the ISBDC helped generate $31 in new capital for the clients; a 31 times return on investment."

2014 ISBDC Numbers:

- Total Investment in small businesses: $111,375,246
- One on one counseling hours: 16,205
- New business starts: 215
- Fulltime Employee jobs created: 1,393

2014 PTAC Assistance:

- $81.8 million in federal government contracts
- Representing an 861% increase from 2013

Indiana Small Business Statistics:

- Number of small businesses: 144,000
- Small businesses employing 1 to 4 people: 72,000
- Number of Hoosiers employed by small businesses: 2.1 million
- Annual revenue generated: $129 billion
- 23,000 startups employ 82,000 people

Messer WeAreBuilding.
POWERS & SONS CONSTRUCTION COMPANY

IUPUI IN050
North Hall Housing Project
Economic Inclusion Mixer

Thursday, April 16, 2015
IUPUI Campus Center
Room CE 450 C (4th Level)
420 University Boulevard
Indianapolis, IN 46202
4:30 p.m. – 5:30 p.m.
(registration 4:30 p.m. – 4:40 p.m.)

Parking available in the Vermont Street Garages
(1004 W. Vermont Street, Indianapolis, IN 46202).

YOU ARE INVITED!

Messer/Powers & Sons JV is pleased to invite Prime Bidders, MBE, WBE & VBE subcontractors and suppliers to attend our Economic Inclusion Mixer Session for the IUPUI IN050 North Hall Housing Project.

WHAT THE SESSION INVOLVES:

▪ Networking & Interfacing with the Messer/Powers & Sons JV project team & Prime bidders & suppliers ▪ Presentation of upcoming bid and contract specifications & requirements ▪ Questions and Answers

RSVP:

Click here to register now!

RSVP DEADLINE: Monday, April 13th

Please limit your company's attendance to 2 employees due to limited seating arrangements.

Thank you in advance for your involvement and active support of our outreach efforts. We look forward to this opportunity to network with you!

Business Voice (Cont.)...

customers by leveraging their industry experience and consulting on time and cost-saving solutions. It is important to be a good listener and a proactive communicator. Business moves so fast today, responding quickly is essential.

Laura's excited about her work with Fastenal on the state of Indiana's Maintenance, Repair and Operations QPA. This partnership exemplifies the significance of the WBE participation goals set by the Governor's Commission on Minority and Women's Business Enterprises.

A.G. Maas continues to utilize their City and State WBE certifications to open doors for business on construction projects and in other industry segments where percentage goals have been set.

Want Your Voice Heard?
Contact cedmonds@idoa.in.gov to learn about getting featured in the monthly newsletter.

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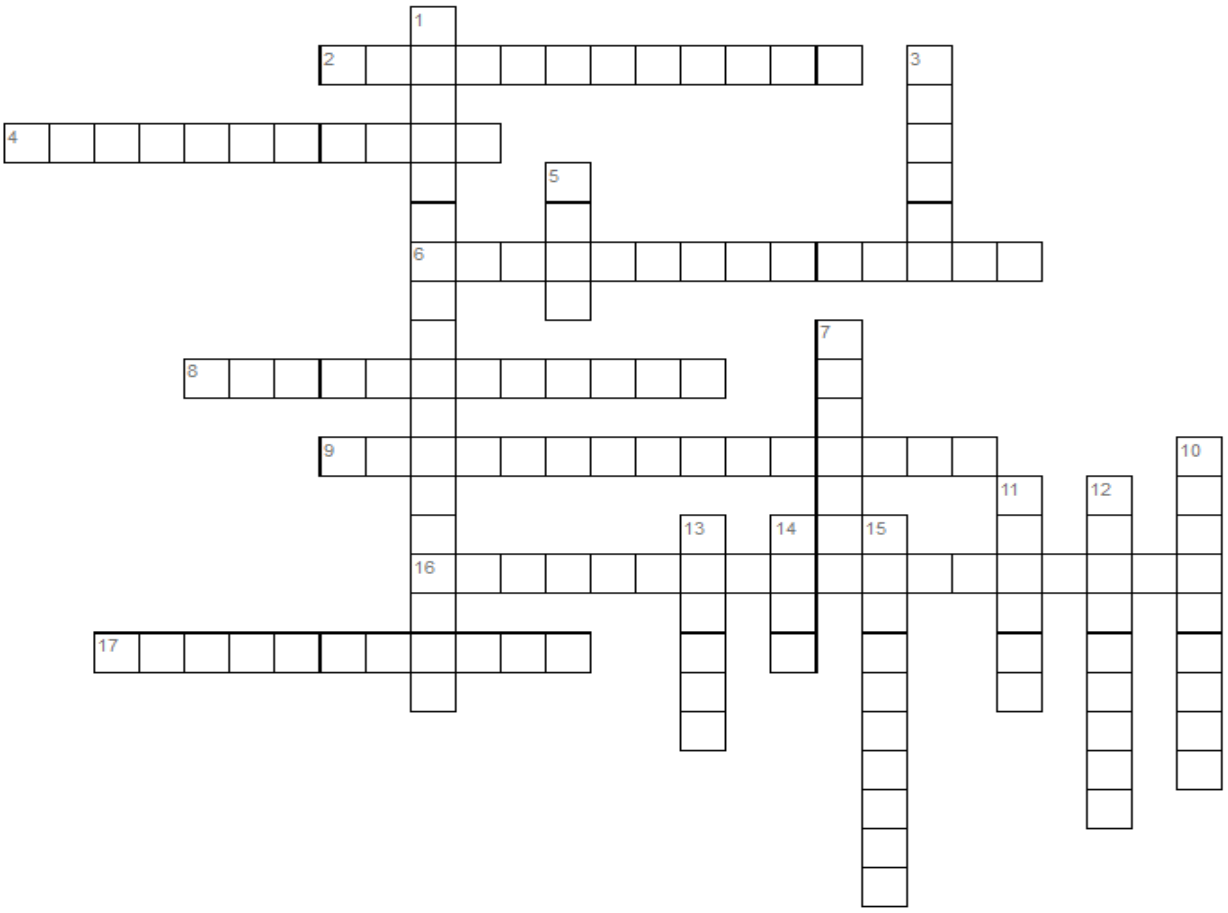
Advertising Crossword Puzzle



Across

2 using sentimental images (especially families, kids, and animals) to sell products

4 imply a promise by using words like 'usually' or 'chances are'

6 The consumer group most likely to buy a specific product identified by region, age, demographics, or economic status.

8 a claim by a celebrity or someone of authority that the product is good or good for you

9 using good-looking models in ads to suggest we'll look like the models if we buy the product.

16 uses the paraphernalia of science (charts, graphs) to prove something that is often bogus. Statistics and factual information can be used to prove the superiority of the product

17 using descriptive words to 'catch' the consumer's attention. Often used in a jingle or slogan

Down

1 Aimed at comparing the benefits offered by the product being promoted with the fewer benefits offered by competing products.

3 a phrase used to advertise a product or to identify a company or organization

5 an image that is a company or product identifier

7 is a powerful tool of persuasion. If you can make people laugh, you can persuade them

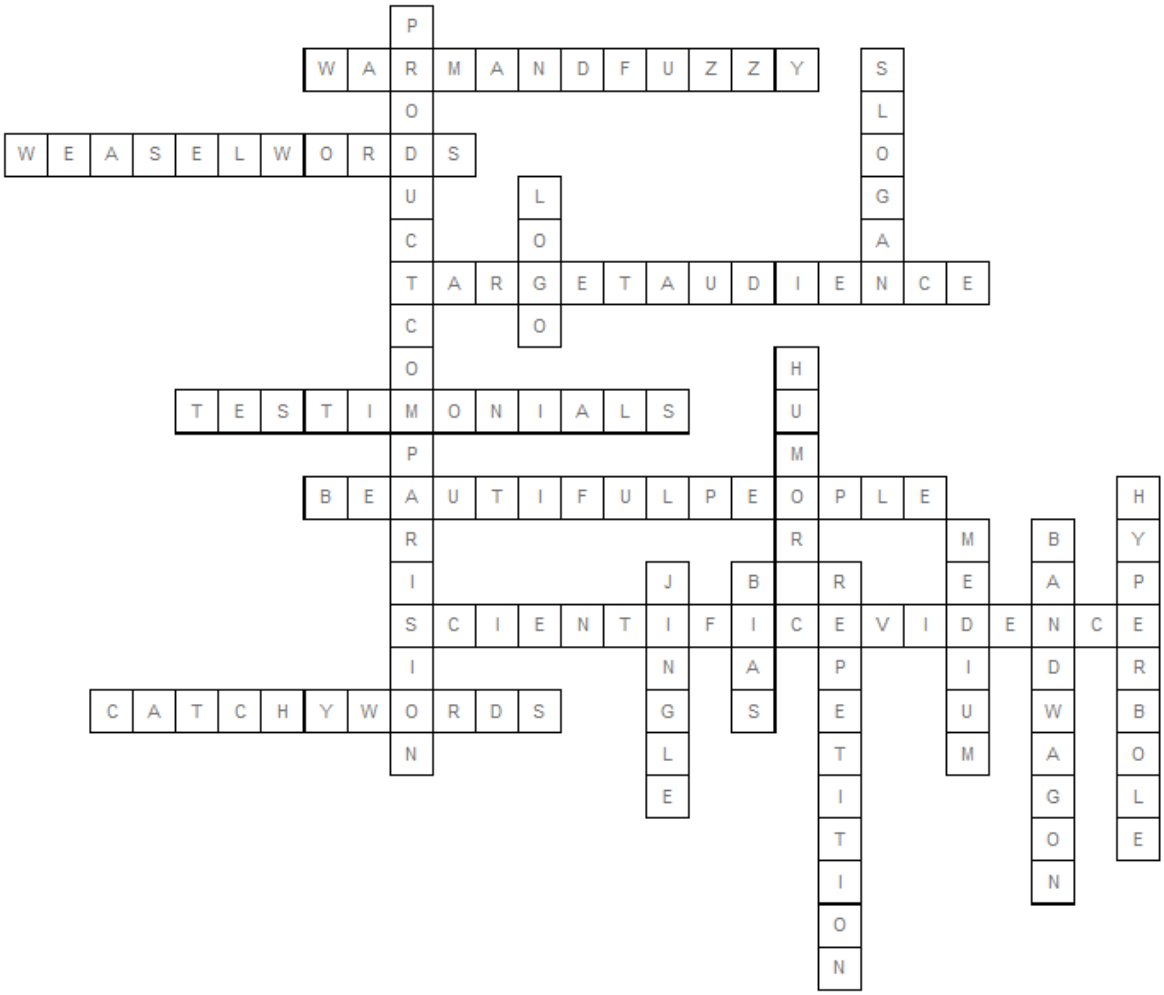
10 an exaggeration - The words are impressive sounding but are vague and meaningless

11 media vehicle used to reach consumers including television, radio, magazines

12 everyone is doing it or in this case buying it; 'in' with the popular crowd

13 a short song, usually mentioning a brand or product benefit, used in a commercial

14 a highly personal judgement

15 drives the message home many times. Even unpleasant ads work if they are repeated enough to pound the message into our skulls

Crossword Solution