



# The Link

## to Supplier Diversity

A publication of the Indiana Department of Administration Division of Supplier Diversity  
Terrie F. Daniel, Deputy Commissioner

### August 2014

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#### Event Calendar

- Certification Webinar Aug. 7
- Pay Audit Training Aug. 13
- Certification Clinic Aug. 20
- Commission Meeting Sept. 8
- Pay Audit Training Sept. 10
- Certification Clinic Sept. 17
- Division of Supplier Diversity Business Conference Oct. 29-30

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

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### Highlights from the Indiana Black Expo Business Conference

The 44th annual Indiana Black Expo offered a range of activities from educational workshops and speakers during the black business conference, to concerts and fashion shows during the Summer Celebration weekend.

The Division of Supplier Diversity, in conjunction with Black Expo, hosted a panel for minority-, women- and veteran-owned businesses interested in expanding business opportunities across the state of Indiana.

The panel, "Doing Business with Municipalities Statewide," included government procurement and public works representatives from the City of Gary, City of Greenwood, City of Indianapolis and the City of Evansville. Panelists discussed the process for working with each of their respective cities, and shared information on upcoming contracting opportunities.

"It's important for our division to connect small businesses with information on how to do business, not only in central Indiana, but across the state," said Terrie Daniel, Deputy Commissioner for the Division of Supplier Diversity. "Attendees had a chance to hear about the various processes and receive information

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### Tools for Success

By: Terrie Daniel  
Division of Supplier Diversity  
Deputy Commissioner

In this month's edition of the Link to Supplier Diversity, I wanted to focus on how we are moving forward and the impact that diverse business has on the state of Indiana.

Based on the most recent U.S. Census data, diverse- and women-owned business enterprises are among the fastest-growing segments of the U.S. economy. The number of minority-owned businesses increased by 45.6 percent to 5.8 million between 2002 and



Terrie Daniel  
Division of Supplier Diversity  
Deputy Commissioner



Luther Taylor, Deputy Directory of Certifications & Operations, answers questions about upcoming events and contracting opportunities.



(From left to right) Monica Ferguson, City of Indianapolis; Bill Peeples, City of Greenwood; Cloteal LaBroi, City of Gary; Debra Spaulding, City of Evansville.

2007, more than twice the national rate of all U.S. businesses. In addition, the number of women-owned businesses increased 20.1 percent during the same period. The total number of U.S. businesses increased between 2002 and 2007 by 18.0 percent to 27.1 million.

Diverse-owned businesses (1997) generate an estimated \$495 billion in annual revenue and employ nearly 4 million workers, while women-owned firms employ about 19 million people and generate \$2.5 trillion in annual sales. The number of veteran-owned businesses totaled 2.4 million in 2007, with receipts totaling \$1.2 trillion. Now, if that's not an

**Continued on pg. 3...**

## Business Voice: An Interview with the Indy Chamber

This month, the Division of Supplier Diversity met with the Indy Chamber's President & CEO, Michael Huber, for an in-depth interview to discuss the Indy Chamber's role in supporting businesses throughout Central Indiana.

### Q: What is the Indy Chamber's vision for the business community?

**A:** It's threefold. First, our goal is for the business community and specifically for individual companies to grow. The Indy Chamber is in place to create a network of businesses that can meet, collaborate and ultimately do business together. That's a part of the basic function of our organization.

Secondly, the Indy Chamber serves as an advocacy organization. Our vision for the business community is that it becomes very active in advocating for policies that help businesses grow.

We need for businesses to come alongside the Indy Chamber and support policies that create economic opportunity for individuals, communities and neighborhoods, as a way to grow the future workforce.

And finally, the Indy Chamber is working to become a strong regional economic development organization. By 2015, the



**INDY CHAMBER**  
Michael Huber  
Indy Chamber  
President & CEO

merger of three economic development organizations will be complete and a fully integrated regional economic development organization will exist.

The organization is working actively to recruit new businesses to Central Indiana, and to develop tools that have a special focus on growing our own local companies.

### Q: What programs does the Indy Chamber offer for small businesses?

**A:** The Indy Chamber has a number of programs and initiatives to support small businesses. The fastest growing part of the Indy Chamber is the Business Ownership Initiative (BOI).

We've seen the numbers triple for BOI services in the past 18 months. The program offers

direct coaching, microloans and consulting to small businesses.

In addition to BOI, the Indy Chamber now houses the Central Indiana Small Business Development Center (C-ISBDC). The great thing about both of these programs for entrepreneurs is that BOI allows us to work with businesses in the very early stages of development while the C-ISBDC allows us to help businesses in their second growth phase.

Our team is able to assist with business plan development and offer insight into how to interpret a balance sheet and offer cash management strategies, etc. and also help businesses that are ready to work with commercial lenders.

The Indy Chamber is also in the process of becoming a federal SBA micro-lending intermediary, so those are additional services we'll be able to provide to small businesses.

### Q: What has the Indy Chamber's biggest contribution been to the local business community most recently?

**A:** Our two biggest contributions have been the growth in services to small businesses and our bolder advocacy efforts for businesses and for the economic climate.

Continued on pg. 3...

## Business Reads

### "Onward: How Starbucks Fought for Its Life Without Losing Its Soul"

By: Howard Schultz



In 2008, Howard Schultz, the president and chairman of Starbucks, made the unprecedented decision to return as the CEO eight years after he stepped down from daily oversight of the company and became chairman.

Concerned that Starbucks had lost its way, Schultz was determined to help it return to its core values and restore not only its financial health, but also its soul.

In *Onward*, he shares the remarkable story of his return and the company's ongoing transformation under his leadership, revealing how, during one of the most tumultuous economic times in history, Starbucks again achieved profitability and sustainability without sacrificing humanity.

## Subcontractor & Other Business Opportunities

Project Name	Due Date	Contact Information
IPTC Downtown Transit Center	Friday, August 8	Wilhelm Construction Mark Dodson Phone: (317) 359-5411 MarkDodson@fawilhelm.com
RFP-TRC Anderson Head Start Site Upgrades	Thursday, August 14	Telamon Corporation Gordon Upchurch Phone: (765) 623-8737 gupchurch@transitionresources.org
Wetherill Lab Power Subpanel Distribution Switch-board Replacement - Phase IV 2014	Thursday, Sept. 4	Purdue University Marta Foth Phone: (765) 494-3739 marta@purdue.edu

## Business Quote

"In anything we do, any endeavor, it's not what you do; it's why you do it."

- Howard Schultz, Starbucks CEO

## Tools for Success Cont...

economic impact, then I don't know what is. Diverse businesses are making a huge impact on the U.S. economy and it's important that we recognize and embrace this change.

For more detail, I've denoted additional statistics detailing the diverse make up of Indiana-based firms.

As you can see below, 8.7 percent of Indiana firms are diverse-owned firms and 26.8 percent are women-owned firms totaling 35.5 percent.

As the leader of the Division of Supplier Diversity, when I look at these statistics, I recognize they are only going to grow as our state and communities become more diverse. I am very confident that

we as a division are headed in the right direction by continuing to provide quality programming and excellent service focusing on key initiatives including improving utilization of diverse- and women-owned firms on state and private contracts, increasing the number of quality certified firms across the state and expanding business development and outreach efforts.

Our division is pleased that we continue to experience a progressive increase in the number of firms seeking and being granted MBE, WBE and IVBE certification.

We are attributing this uptick as a direct result of significantly increased outreach initiatives across the state, which have brought a wealth of educational

resources free of charge to our business owners, as well as access and visibility of more opportunities by connecting business owners with decision makers, improvements in the certification process, and a more robust branding and marketing campaign.

The fact of the matter is the business climate has changed and now more than ever, diversity is having a real impact on the economic development and growth of our state. We are excited now more than ever about new opportunities and growth for your business and will remain committed to helping you achieve success!

I hope you enjoy this month's newsletter and I do welcome your feedback, so if you have thoughts or concerns that you would like to share with me directly please email me at [tdaniel@idoa.in.gov](mailto:tdaniel@idoa.in.gov). As always, may you prosper and be fulfilled in all you do.

Source: United States Census

	<u>INDIANA</u>	<u>USA</u>
<b>Total number of firms, 2007</b>	<b>482,847</b>	<b>27,092,908</b>
<b>Black-owned firms, percent, 2007</b>	<b>4.6%</b>	<b>7.1%</b>
<b>American Indian- and Alaska Native-owned firms, percent, 2007</b>	<b>0.5%</b>	<b>0.9%</b>
<b>Asian-owned firms, percent, 2007</b>	<b>1.8%</b>	<b>5.7%</b>
<b>Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007</b>	<b>0.0%</b>	<b>0.1%</b>
<b>Hispanic-owned firms, percent, 2007</b>	<b>1.8%</b>	<b>8.3%</b>
<b>Women-owned firms, percent, 2007</b>	<b>26.8%</b>	<b>28.8%</b>



### Benefits of an Indy Chamber Membership

1. Access to a network and community of more than 2,400 businesses
2. Access to tools that can directly improve your business and business strategy
3. Opportunity to contribute to policy issues that matter to you and that impact the community and the community's economic development strategy

## Business Voice Cont...

Specifically, our advocacy for mass transit, expanding early childhood education for all and our hands-on work with Indianapolis Public Schools to help them identify tens of millions of dollars in cost-savings that could be redirected to the classroom and to the children.

**Q: What specific programs is the Indy Chamber leading in 2014-2015 that will create a better business climate for small businesses?**

**A:** Our Global Cities Exchange is a partnership with Brookings Institute and JP Morgan Chase that will allow the Chamber

to identify small and mid-sized companies in certain industries and connect them with companies in other cities to learn strategies on exporting their goods and services.

This program will facilitate an exchange between those companies and people in other countries where there's a growing market for their goods or services. It's really exciting for the Indy Chamber because we're not just putting an export plan together; we are actually connecting businesses with firms in other countries that are buying their goods.

**Q: What's one thing you wish the business community knew about the**

### Indy Chamber?

**A:** The business community should know about the number of small business resources that the Indy Chamber now offers, that we didn't three years ago. And that the Indy Chamber has an increased focus on advocacy in education and educational opportunity.

For more information regarding the Indy Chamber, visit [www.indychamber.com](http://www.indychamber.com).

## Planning Underway for the Annual Indiana Division of Supplier Diversity Business Conference

Mark your calendars for an exciting two-day business conference, Oct. 29-30, 2014. Learn how to grow your company from some of the best leaders in the industry.

The conference will feature national speakers, expert panelists and procurement officials poised to help your business achieve success!

"We're excited about this year's conference," said Terrie Daniel, Deputy Commissioner of the Division of Supplier Diversity. "While we always strive to provide substantive programming to help businesses, our upcoming conference goes above and beyond. This conference has an exceptional panel of industry experts offering insight into supplier diversity trends, procurement and

contracting opportunities and an awards ceremony."

Conference workshops will include information on upcoming contracting opportunities throughout the state, trends in supplier diversity, best practices and more.

A business-to-business networking event will showcase Indiana certified minority, women and veteran businesses.

In addition, the division will host an awards ceremony highlighting achievements in supplier diversity.

This conference is a must-attend event for any businesses looking to grow and succeed. Registration will be required.

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## Mini Sudoku

Complete the grid so that every row, column and 3x2 box contains every digit from 1 to 6 inclusive.

			5	1	
	5	3			
	2	4			6
	1			5	
			4		

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**Solution**

6	4	2	5	1	3
1	5	3	6	2	4
5	2	4	1	3	6
3	6	1	2	4	5
4	1	6	3	5	2
2	3	5	4	6	1

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## Highlights from the Indiana Black Expo Business Conference Cont...

on what opportunities currently exist and information on forthcoming opportunities, which is a key component for businesses planning their success.”

The division also hosted an exhibit during the Summer Celebration weekend, where team members answered questions regarding certification and provided information on upcoming opportunities and educational resources that equipped business owners for success.



Courtney Edmonds, Deputy Director of Development & Compliance, moderates the DSD panel discussion.



Jocelyn Williams, Business Relations Specialist, answers questions during the Indiana Black Expo.