



# The Link

## to Supplier Diversity

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

### January 2016

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#### Event Calendar

<a href="#">Certification Webinar</a>	Jan. 20
<a href="#">Certify Your Veteran Owned Business With The State</a>	Feb. 10
<a href="#">Pay Audit Webinar</a>	Feb. 10
<a href="#">Certification Webinar</a>	Feb. 17

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

#### How to Connect



[www.in.gov/idoa/mwbe](http://www.in.gov/idoa/mwbe)

### MBEs & WBEs Grew By More Than Two Million Nationally

The final results from the 2012 Survey of Business Owners (SBO) are now available and can be viewed on the Census website.

The Survey of Business Owners is a sample survey that provides the only comprehensive, regularly collected source of information on selected economic and demographic characteristics for businesses and business owners by gender, ethnicity, race and veteran status.

This release provides data at detailed geographic (nation, state, metropolitan area, county and economic place) and industry levels (two-digit through six-digit industry coding level). Approximately

1.75 million businesses were selected for the 2012 SBO asking for information about characteristics of the businesses and their owners.

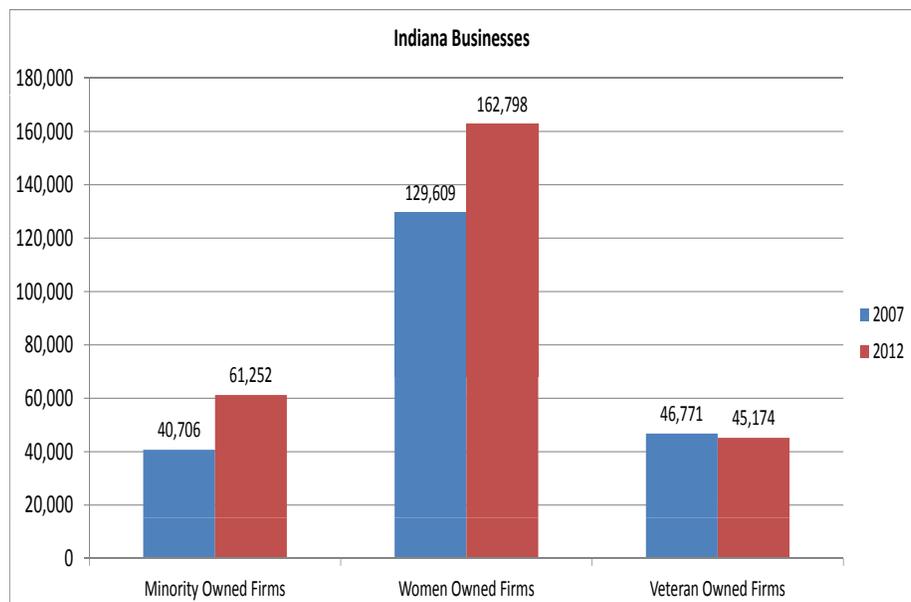
Final summary statistics are presented by:

- Gender, ethnicity, race, and veteran status
- Geography (U.S., states, metropolitan areas, counties, and places)
- Industry (2- through 6-digit NAICS)
- Firm receipts size
- Firm employment size

Nationally, the findings show the number of minority-owned firms in the U.S. rose from 5.8 million in 2007 to 8.0 million in 2012. This includes a 46.3 percent increase in the num-

ber of Hispanic-owned firms over the period, from 2.3 million to 3.3 million, and a 34.5 percent rise in the number of black or African American-owned firms, from 1.9 million to 2.6 million. Additionally, the number of Asian-owned firms climbed from 1.5 million to 1.9 million, an increase of 23.8 percent. For added context, total U.S. firms increased 2.0 percent during the same period, from 27.1 million in 2007 to 27.6 million in 2012.

The 9.9 million women-owned firms in 2012 were up more than 2 million from five years earlier when there were 7.8 million women-owned businesses, a 26.8 percent increase. As a comparison, male-owned firms increased



(Continued on page 03)

## Tools for Success

By: Terrie Daniel  
 Division of Supplier Diversity  
 Deputy Commissioner



**Terrie Daniel**  
 Division of Supplier Diversity  
 Deputy Commissioner

Last year was a very exciting year for the Division of Supplier Diversity! We successfully provided more robust educational content, compelling programming which included regional business conferences across the state of Indiana and more business development resources connecting you to more opportunities. We saw the largest attendance so far, at our educational programming events with an increase of almost 40% from 2014. We also saw an increase in the number of applications processed, up 24.8% since 2014. In 2016, expect to see

more of the same as we are committed to providing new and innovative opportunities for your business to take advantage of!

In the weeks and months to come, look for more information on our 2016 calendar which will include conference dates and additional resources your business can participate in, as a perk of your certification with the state of Indiana. Regional Business Conferences are scheduled

for, South Bend, Gary and Indianapolis, so mark your calendars now so you'll be sure not to miss out.

Wishing you the best in 2016! May you prosper and be fulfilled in all you do!

## Sell Your Products in the Bicentennial Marketplace

Throughout 2016 the state of Indiana will be celebrating 200 years of statehood. There are many ways to get involved with this celebration, but a new project being headed up by the Indiana Bicentennial Commission (IBC) might actually be profitable.

The Bicentennial Marketplace will be an all digital space for Hoosier businesses to show off and sell their commemorative bicentennial wares.

The marketplace is now up and running. There are requirements in place to

be considered for the Bicentennial Marketplace, along with an application.

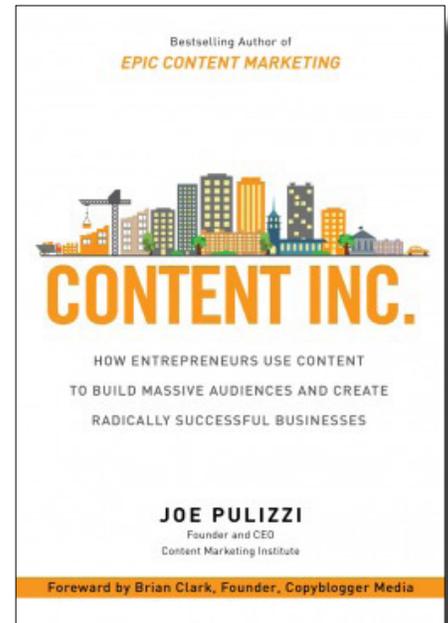
For more information on eligibility visit <http://www.in.gov/ibc/3250.htm> or contact [Rachel Beliles](#).



## Business Reads

### Content Inc.

By: Joe Pulizzi



The traditional "Shark Tank" model for start-ups is taking an amazing idea, product, or service, funding it, and bringing it to market. One expert in the start-up space declares this is entirely the wrong way to launch a business – and backwards to boot.

In Content Inc., content marketing expert Joe Pulizzi shows you how to position yourself as an informational leader in your niche and develop content that is as beloved as that coming from any traditional media company. Using this model, entrepreneurs with limited resources can build a massive online audience as the engine that drives their entire businesses. Using simple recommendations, any small business owner can use to dominate the market without initially selling anything at all.

### Business Quote

"Failure is the opportunity to begin again more intelligently."

– Henry Ford

## Subcontractor & Other Business Opportunities

Project Name	Due Date	Contact Information
<a href="#">Evansville Regional Airport Improvements</a>	Thursday, Jan 21	Blankenberger Brothers, Inc. Jim Jessee Email: Jim_J@blankenbergerbros.com Fax: (812) 845-2727
<a href="#">Exterior Masonry Restoration, Bid # B0024177</a>	Thursday, Jan 21	Arsee Engineers, Inc. Bryan Wilson E-mail: bwilson@arsee-engineers.com Phone: (317) 594-5152
<a href="#">Student Union Lighting Improvements, Bid # B0024374</a>	Thursday, Feb. 04	Dimond and Associates Dale Warner E-mail: dale.warner@redimond.com Phone: (317) 634-4672

## MBEs & WBEs Increase (cont...)

6.8 percent from 13.9 million to 14.8 million during the same period.

Here in Indiana more than 20,000 new MBEs were formed over the survey period. While that growth is in line with the national averages, the overall composition of Indiana's MBEs remained relatively unchanged.

Unfortunately Indiana's diverse business growth was not shared across all demographics. Indiana experienced a 3.54% decrease in the total amount of VBEs, from 46,771 in 2007 to 45,174 in 2012.

Women owned businesses increased from 129,609 in 2007 to 162,798 in 2012. The highest concentration of diverse businesses is in Marion County, 71,961; followed by Lake County, 34,353; and then Hamilton County with 29,702.

These findings about Indiana's diverse businesses are an example of the local analysis possible using the final, revised statistics from the 2012 Survey of Business Owners.

You can analyze the data for yourself by following this link: <https://goo.gl/J3bGGN>

## Contact Us

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## Sudoku

Complete the grid so that every row, column and 3x3 box contains every digit from 1 to 9 inclusive.

			6					5
		8			3			
3	4							7
	5			1				
6		9			4			
			7				8	
7			3					9
8	3				1			
						2		4



## Division Of Supplier Diversity

Adding Value to Indiana's Economy

2016 Regional Business Conferences

# SAVE THE DATE!

**1 North Central Indiana Bus. Conf.**  
South Bend, IN  
Monday, June 8

**2 Northwest Indiana Bus. Conf.**  
Gary, IN  
Friday, August 12

**3 8th Annual DSD Bus. Conf.**  
Indianapolis, IN  
Wednesday & Thursday, September 21-22



### Certified WBEs

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### Sudoku Solution:

2	7	1	6	4	9	3	8	5
5	9	8	1	7	3	4	6	2
3	4	6	5	8	2	9	7	1
4	5	7	9	1	8	6	2	3
6	8	9	2	3	4	5	1	7
1	2	3	7	5	6	8	4	9
7	6	4	3	2	5	1	9	8
8	3	2	4	9	1	7	5	6
9	1	5	8	6	7	2	3	4