



The Link

to Supplier Diversity

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

July 2015

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Event Calendar

Pay Audit Webinar	Jul. 8
Indiana Black Expo	Jul. 13-19
Certification Webinar	Jul. 15
Pay Audit Webinar	Aug. 12
NWIBC	Aug. 14
Certification Webinar	Aug. 19
MWBE Commission Meeting	Sept. 14
DSDBusinessConference	Sept. 23-24

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

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20 Indiana Small Businesses Receive Economic Entrepreneurship Awards

The Division of Supplier Diversity would like to congratulate the winners of the of the Edge Awards. On Friday, June 19th Lt. Governor Sue Ellspermann along with the Indiana Small Business Development Center (ISBDC) presented the 2014 Economic Development and Growth through Entrepreneurship (EDGE) Awards. These awards recognize small businesses who work hard each day to grow Indiana's economy. The U.S. Small Business Administration (SBA) also celebrated its

Indiana Small Business Person of the Year at the ceremony held at the Dallara IndyCar Factory in Speedway.

Sponsored by our partners, the ISBDC, the awards recognize clients of the agency's 10 regional offices located throughout the state in two categories – emerging and established businesses. Recipients were chosen by their regional SBDCs.

"Indiana continues to outperform our counterparts in the Midwest and across the country for small business

growth and development," stated Lt. Governor Sue Ellspermann. "The hard work and innovation displayed by the small businesses honored with EDGE awards are essential to growing our local and state economy."

In 2014, the ISBDC network helped entrepreneurs create 1,393 full-time equivalent jobs, raise over \$111M and launch 215 businesses.

"The U.S. Small Business Administration is proud to partner with the Lt. Governor and ISBDC to support

the hard working small businesses in Indiana," said Stacey Poynter, Indiana District Director. "The SBA provides access to capital, contracting, and counseling to small businesses across the state."

According the SBA, there are approximately 28 million small businesses in the United States. Over 50 percent of the working population works in small business, generating over 65% of net new jobs in the U.S. since 1995.

2014 EDGE Award Recipients

Emerging Category

- ★ 3 Stories Trading Company, LLC (Salem)
- ★ Beyond Borders Language Center (Kokomo)
- ★ ChicagoLand Popcorn, LLC (Merrillville)
- ★ Garb2ART Cosmetics (Columbus)
- ★ Myers' Market (Greencastle)
- ★ New Corner Brewery (Muncie)
- ★ Rectify LLC (Indianapolis)
- ★ Sunshine Juice Co. (Evansville)
- ★ Sylvan Cellars Event Center (Rome City)
- ★ Yummy Cupcakes (South Bend)

Established Category

- ★ Be Adaptive Equipment LLC (Columbia City)
- ★ Café Arazu (Newburgh)
- ★ Competition Accessories, LLC (Clarksville)
- ★ Farmhouse Creative (Farmland)
- ★ Klarer Automotive, Inc. (Munster)
- ★ Mr. Canary (Carmel)
- ★ Nutrabiotix, Inc. (West Lafayette)
- ★ Paragon Force, Inc. (Bloomfield)
- ★ Soapy Soap Company (Bloomington)
- ★ Titus, Inc. (Plymouth)

2014 Small Business Person Of The Year



Christopher "Shane" Conner
Owner/President
Advanced Technologies in Electrical and Communications, Inc.



2014 ISBDC
PARTNER OF THE YEAR



Indiana State University



Terrie Daniel
Division of Supplier Diversity
Deputy Commissioner

One of my favorite pastimes is reading about things that are trending in small business across the globe and while doing so, I recently ran into some interesting information published by the National Federation of Independent Business via an article originally published by Forbes Magazine

referencing the 2015 Fastest Growing Industries for Small Businesses.

According to Forbes, some key industries sighted for growth this year include Educational Services, Mobile SaaS (Software as a Service), Mobile Payment Trends, Construction Related Services, E-commerce and Healthcare.

This information was very interesting to me because when I saw these categories, I immediately noted that within these sectors, we have a number of certified businesses in each of these categories that could really capitalize on this growth. Take for instance Construction Related Services. This industry is projected to have a 15% increase in commercial building and a 26% increase in Single-family homes to an estimated 1.1 million homes by 2016.

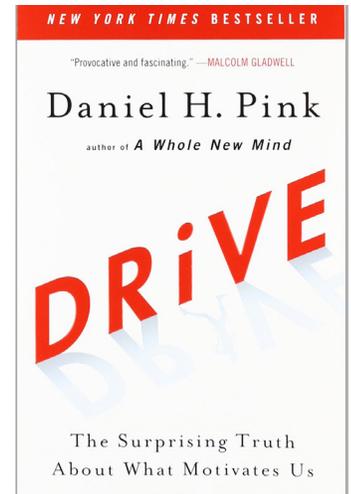
E-commerce is also a huge sector of focus for new businesses. According to the United States Census Bureau, U.S. merchant wholesalers,

including manufacturers' sales branches and offices (MSBOs), reported total e-commerce sales of \$2.0 trillion in 2013, up from a revised \$1.9 trillion in 2012 an annual increase of 4.0 percent. In the services industry, E-commerce revenues for U.S. selected service industries were \$443 billion in 2013, up 8.5 percent from a revised \$408 billion in 2012, and in Retail, E-commerce sales for U.S. retailers were \$261 billion in 2013, up 13.6 percent from a revised \$229 billion in 2012. To my knowledge, these numbers have not been posted for 2014 at the time of this publication but these numbers are only expected to grow.

Is it time to possibly rethink or diversify your business strategy? Now may be the perfect time to focus on these key growth industries and take full advantage.

May you prosper and be fulfilled in all you do!

Drive:
The Surprising Truth About What Motivates Us
Daniel H. Pink



Most people believe that the best way to motivate is with rewards like money—the carrot-and-stick approach. That's a mistake, says Daniel H. Pink (author of *To Sell Is Human: The Surprising Truth About Motivating Others*). In this provocative and persuasive book, he asserts that the secret to high performance and satisfaction—at work, at school, and at home—is the deeply human need to direct our own lives, to learn and create new things, and to do better by ourselves and our world.

He examines the three elements of true motivation: autonomy, mastery, and purpose and offers smart and surprising techniques for putting these into action in a unique book that will change how we think and transform how we live.

SOFTWARE AS A SERVICE



\$20.4 BILLION

Total revenue from CRM software in 2013, up 13.7% from 2012



Many small businesses are using SaaS providers to help reduce the costs of business functions such as email, accounting and customer relationship management. CRM in particular has seen a lot of growth: **50% of CRM will be deployed through SaaS in 2015.**

MOBILE PAYMENTS



342%

Growth in mobile transaction volume expected from 2012 to 2017, increasing from \$163 billion in 2012 to more than \$721 billion by 2017



Demand in mobile payment is growing globally, especially because of the ever-increasing attachment to mobile devices. **1 in 3 people has used a mobile device to check a bank balance or make an online purchase.**

CONSTRUCTION



\$612 BILLION

Value of total U.S. construction starts, a 9% bump from 2014



With more available financing, construction growth supports opportunities for project managers and real estate agents in addition to related fields like carpentry and landscaping. **Commercial building will increase 15% in 2015. Single-family homes are expected to increase by 26% to 1.1 million homes by 2016.**

ONLINE RETAIL SALES



41%

Increase in total U.S. online retail sales from \$294 billion in 2014 to \$414 billion by 2018



Retail sales online continue to increase here and abroad, with websites like Shopify and Bigcommerce making it easy for small business owners to create and manage their own online stores. **11% of U.S. retail sales are expected to be made online by 2018.**

Sources: Gartner, Deloitte, National Association of Home Builders, Dodge Data & Analytics, Forrester



PROTECTING THE FUTURE OF SMALL BUSINESS
NFIB.com/2015Industries

2015 North Central Indiana Business Conference – A Success!

Nearly 150 small businesses, including minority-, women- and veteran-owned businesses, public and private procurement officials and supplier diversity professionals attended this year's North Central Indiana Business Conference at Saint Mary's College in South Bend, Indiana.

"It's a great feeling to know that we've been able to connect so many small businesses with educational resources and business opportunities from across the state," said Terrie Daniel, Deputy Commissioner for the Indiana Division of Supplier Diversity. "Watching businesses grow from year to year as a result of the regional business conferences and hard work of our division is humbling and rewarding."

This year's conference included workshops on the basics of certification; small business best practices; accessing capital and bonding; and how to do business with the State of Indiana, City of South Bend, Indiana Toll Road, South Bend International Airport and Notre Dame. The conference concluded with a business showcase of more than 30 state certified minority-, women- and veteran-owned businesses.

"Our partnership with the state of Indiana is invaluable and we're looking forward to partnering in 2016 for another amazing conference," said Joan McClendon, Associate Project Director for the Women's Entrepreneurship Initiative at Saint Mary's College.



Conference Attendee Testimonials:

"As a relatively new business owner and recently certified WBE, I am learning what is available to assist me in being more successful in my business and opportunities available to me."

"I enjoyed hearing the backgrounds of other start-up businesses – both the struggles and successes."

"It was great to receive contact information for the different certifying organizations and to know that they are willing to help with the certification application process."

"The best part of the conference was the direct connection and contact information for upcoming projects and opportunities."

The Indiana Division of Supplier Diversity would like to thank our partners again for all the support that they provided during the NorthCentral Business Conference in June!

- ★ 1st Source Bank
- ★ Indiana State University
- ★ City of South Bend
- ★ Indiana University
- ★ Old National Bank
- ★ Ivy Tech Community College
- ★ PNC Bank
- ★ Purdue University
- ★ Women's Entrepreneurship Initiative
- ★ University of Southern Indiana
- ★ Ball State University
- ★ Vincennes University

SUBCONTRACTOR OPPORTUNITIES

PROJECT	DUE DATE	CONTACT INFO
West Lafayette Campus Projects Projects Information	Thursday, July 9	Purdue University- Marta Foth Phone: (765) 494-3739 Email: Marta@purdue.edu
Hearing Aid Devices & Services RFS-16-001	Wednesday, August 5 3:00 p.m.	Indiana Dept. of Administration Teresa Deaton
Security Guard Services RFP-16-002	Friday, August 14 3:00 p.m.	Indiana Dept. of Administration Teresa Deaton

BUSINESS QUOTE

"TALENT IS CHEAPER THAN TABLE SALT. WHAT SEPARATES THE TALENTED INDIVIDUAL FROM THE SUCCESSFUL ONE IS A LOT OF HARD WORK"
-STEPHEN KING-

Business Spotlight: Shrewsberry & Associates, LLC



shrewsberry

In the fall of 2000, after 10 years in city and state public service, Bill Shrewsberry chose to exercise a passion that he harbored to start a business that could be used as a training ground for talented, diverse individuals in his community and a business that could be a resource for community enrichment.

After several months of careful consideration, Bill Shrewsberry joined in partnership with the principal of an established existing architectural and engineering business and transferred four members of their environmental staff into a new business under his leadership.

Bill describes his business as a Disadvantaged, Minority and Veteran-owned consulting firm established to provide quality engineering and environmental services.

There are similar service providers in central Indiana. However, Shrewsberry is an engineering and environmental consulting business that boasts a demographic of approximately 34% minority staff members and 38% women members of staff.

In the Midwest this tremendous achievement in corporate diversity is no mere accident but a deliberate and ongoing effort.

“Finding and recruiting qualified, diverse, candidates to propel the future of this business is an ongoing challenge that reminds us of the disparity in our STEM achievement level to produce minority and women candidates

for engineering schools. This is a challenge to a business that is established to recruit, train and mentor a diverse group of professionals,” Bill Shrewsberry.

When asked about his personal philosophy on business Mr. Shrewsberry stated, “Shrewsberry & Associates must provide an exemplary quality of engineering, environmental and construction services. That quality of service is defined by not only the professional services and products produced, but also by the personal relationships maintained during the project phase and on a continual basis. We aspire to distinguish Shrewsberry as the best and most sought after in our profession.”

Q&A with Bill Shrewsberry

1. What would you tell someone who is thinking about starting a business?

I would tell aspiring entrepreneurs to give your thoughts a total evaluation; prepare a preliminary business and financial plan; assess and determine the risk factors; and if all seem feasible and within reason—cautiously PURSUE YOUR DREAM.

2. What excites you about the future of supplier diversity, specifically for minority-owned businesses?

I am excited and feel that both the public and private sectors are becoming more conscious and participative to include minority-owned businesses in their supplier diversity plans. As a result, this inclusiveness has assisted in growth opportunities for existing businesses, but also the creation of new firms.

3. What projects are you currently working on that you'd like to highlight?

We are currently working with the City of Gary, Indiana on the redevelopment of a one-acre plot of land in the heart of the downtown. The site was home to a former Sheraton Hotel that operated

at 465 Broadway from 1978 until 1985, but the structure remained in place until fall 2014. Shrewsberry was the Owner Technical Representative (OTR) for the demolition of the 14-story hotel and parking garage that stood empty near City Hall for nearly two decades. The former Sheraton hotel is now gone and Shrewsberry is working with the City of Gary to evaluate redevelopment options for the site. Landscape architecture and engineering services are being provided to deliver a redevelopment plan for a large green space that will include components of storm water management and green infrastructure principles. Our operations outside of the state include work at Denver International Airport, where we have a team leading the Quality Control Program for a new Hotel and Transit Center. Similar services are in progress at Louis Armstrong New Orleans International Airport for a new terminal. Shrewsberry is providing preconstruction services and managing the Quality Control Program for the Construction Manager At-Risk (CMAR). Shrewsberry is providing quality control engineers to perform quality control management and inspections for site/civil, concrete, structural steel and welding, enclosure, mechanical, electrical, plumbing, and interiors scopes of work.

For more information about Shrewsberry & Associates visit their website at <http://www.shrewsusa.com/>





The Division of Supplier Diversity is proud to partner with the Indiana Black Expo for their annual business conference. The Indiana Black Expo Business Conference presented by KeyBank is an exciting, jam-packed 2-day conference of workshops, symposiums, receptions and networking opportunities held during the first week of IBE's Summer Celebration. The goal of the Indiana Black Expo Business Conference presented by KeyBank is to provide a venue to equip business owners and executives with tools and resources to achieve success.

Over the years, the conference has blossomed into one of the premier events of Summer Celebration and

offers a wealth of information and opportunity for Indiana's executives and minority- and women-owned business communities.

The conference will be held on July 13 and 14 in the Indiana Convention Center. All business conference events are free; however seating is on a first-come, first-served basis so on-line registration is highly recommended.

IBE's Business Conference presented by KeyBank is free to the public. This year's conference features a myriad of workshops with valuable information for businesses and networking opportunities, including the Mayor's Breakfast, Governor's Reception, and Media Reception.

To register for the Business Conference presented by KeyBank, go to <http://www.indianablackexpo.com/ibebbc/bbconference.aspx>

THREE WORD CHALLENGE: The Best Parts of Entrepreneurship

When the Division of Supplier Diversity thought of the best parts of Entrepreneurship we came up with:

- ★ Rewarding
- ★ Legacy
- ★ Satisfaction

The Division of Supplier Diversity wants to know what you think the best parts of Entrepreneurship are in three words or less.

Send your words to Michael Babcock at Mbabcock@idoa.in.gov

4th Annual Indiana Latino Expo



Courtney Edmonds
Indiana Department of Administration
Deputy Director of
Development & Compliance,
Division of Supplier Diversity

The Division of Supplier Diversity was proud to participate in the fourth annual Indiana Latino Expo on Saturday, June 20.

Expo," said Courtney Edmonds, Deputy Director of Development & Compliance for the Indiana Division of Supplier Diversity. "It's important for us to connect with diverse communities throughout the state and share information on our

program, certification and resources that can assist business owners in realizing their success."

"Our division was thrilled to support this year's Latino Expo"

Government officials, corporate and community leaders attended events throughout the week to celebrate Hispanic culture and contributions to the state of Indiana.

Thousands of visitors attended the expo and more than 100 booths were on display to provide access to legal services, health screenings, business and job opportunities.

"Our division was thrilled to support this year's Latino



NORTHWEST INDIANA Business Conference



Educational workshops, resources and plenary sessions will provide tools for minority-, women- and veteran-owned business success at the 2015 Northwest Indiana Business Conference.

Experienced presenters will discuss small business best practices, the benefits of certification, upcoming business opportunities across the state and more! In addition, attendees will be able to network with public and private procurement agents from across the state.

Attendees will grow their business relationships from good to great through networking and informational seminars throughout the day. You won't want to miss this conference!

Visit www.in.gov/idoa/mwbe for registration information.



Presented By:
THE STATE OF INDIANA
DIVISION OF SUPPLIER DIVERSITY
IN CONJUNCTION WITH MAJESTIC STAR CASINO
AND THE CITY OF GARY

AUGUST 14, 2015

7:30 A.M. - 4:00 P.M (CST)

MAJESTIC STAR CASINO HOTEL

GARY, IN



Welcome New Business Development and Outreach Manager



Michael Babcock
Division of Supplier Diversity
Business Development & Outreach Manager

The Division of Supplier Diversity would like to welcome its newest team member, Michael Babcock. Michael Babcock has joined our division as the Business Development and Outreach Manager.

Michael comes to the division with a strong background in marketing, logistics as well as management. Michael received his Bachelor of Science degree in Public Relations and Advertising from the University of Southern Indiana.

Michael is currently serving in the United States Army Reserves as a Commissioned Officer and brings a previously unrepresented perspective to the division. *"I hope to increase the general awareness of opportunities the State has available for MWVBES as well as increase the overall efficacy and effectiveness of all of the Division's communication."*

Connect with
Michael on LinkedIn



Contact Us

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HOUSE BILL 1019 What You Need to Know

HB1019 provides that the following apply to all public works projects, except public-private, design-build, and construction manager as constructor agreements:

- (1) Provides that a public works contract may not be structured other than in four contractor tiers.
- (2) Provides that each prime contractor on a public works project must perform at least 15% of the total contract price, as determined at the time the contract is awarded, with its own labor, services, or materials.
- (3) Requires each contractor in each contractor tier to maintain general liability insurance.
- (4) Requires each contractor in each contractor tier to be qualified by the department of administration or the department of transportation before doing any work on a public works project.
- (5) Requires certain employees of a public works contract to be "e-verified."
- (6) Provides that a contractor on a public works project may not pay its employees in cash.
- (7) Requires a contractor to comply with certain federal and Indiana laws relating to labor.
- (8) Requires: (A) a contractor on a public works project that employs 10 or more employees to provide access to a training program applicable to the tasks to be performed by the employees in the normal course of their employment; and (B) a tier 1 or tier 2 contractor that employs 50 or more journeymen to participate in an apprenticeship training program that meets the standards established by the United States Department of Labor, Bureau of Apprenticeship and Training.

Sudoku

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

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

The application for prequalification can be found on the IDOA website

<http://www.in.gov/idoa/2486.htm>

To view the full bill visit: IGA.IN.GOV

For updates on HB1019 and other Supplier Diversity related content, follow us on [Facebook & Twitter](#)

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