



The Link

to Supplier Diversity

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

October 2015

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Event Calendar

| | |
|---------------------------------------|---------|
| Pay Audit Webinar | Oct. 14 |
| Certification Webinar | Oct. 21 |
| Business Matchmaking Event | Nov. 5 |
| Relationship to Partnership Session | Nov. 20 |
| Gov. MWBE Commission | Dec. 9 |

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

How to Connect



www.in.gov/idoa/mwbe

7th Annual DSD Business Conference: Huge Success

Setting a new DSD record with more than four hundred people in attendance, the 7th Annual Division of Supplier Diversity Business Conference (DSDBC) was a major success.

On Wednesday, September 23, the conference began with a Welcome & Awards reception in the courtyard of the Indiana Government Center. Free and open to the public, many of our certified business owners and conference attendees took the opportunity to network with our presenting sponsor Comcast and partners.

"The décor and atmosphere was great. I always enjoy attending the [Division of Supplier Diversity's] events because I always leave more informed and inspired. [The reception] gave me a fresh wind in my sail... It was truly amazing and memorable." said Nick Lunn, Owner, Cornerstone Construction, MBE certified.

Special awards and recognition were given to Martha Smith, Saint Mary's Women's Entrepreneurship Initiative; Rob

Halter, Executive Director of Purchasing Services and Business Diversity; Chariece White, Majestic Star Casino; and Lt. Gov. Sue Ellspermann. These organizations and individuals were recognized for their continued commitment and efforts towards supplier diversity.

The business conference started out strong with breakfast and opening remarks from presenting sponsor Comcast. Emphasizing that supplier diversity is more than just another corporate initiative, "Diversity within our supply chain gives our company a competitive edge, helps inspire innovation and offers us invaluable insights into the interests and needs of our customers," said Peter Kiriacoulacos, Chief Procurement Officer, Comcast NBCUniversal. The session explained exactly what Comcast requires from potential suppliers and what kinds of goods and services they are actively awarding contracts for.

The educational portion of the conference ended with a plenary session on "Doing Business

with Wal-Mart" which was well received by all.

The Business Showcase began with a ribbon cutting and included remarks from Jessica Robertson, Indiana Department of Administration Commissioner; Terrie Daniel, Division of Supplier Diversity Deputy Commissioner; and Tony Kirkland, Special Assistant to Governor Mike Pence.

This year's Business Showcase featured more than 70 state certified businesses and partner organizations. Additionally it was attended by both private and government procurement agents from across the state.

The Division of Supplier Diversity would like to thank everyone involved with our 7th Annual Business Conference. To the sponsors, presenters, staff, attendees, and to all of our certified businesses that came to be a part of our Business Conference, thank you. We could not have had such a successful event without all of you.

Tools for Success

By: Terrie Daniel
 Division of Supplier Diversity
 Deputy Commissioner

Thanks to those of you who attended our 7th Annual Division of Supplier Diversity Business Conference held in Indianapolis on September 23-24th, 2015. It was a phenomenal event and from the feedback I'm hearing, lots of great business connections were made. If you attended, make sure you look for your pics on Facebook, Twitter and Instagram. I would like to again thank our event title sponsor Comcast, and also thank our state educational institutions and United Water, our event bag sponsor for their support.

For those of you who were unable to attend, I would like to share my comments from the kick off reception with you which are written below. Make sure you put this event on your calendar for next year because the event will be bigger and better connecting more of our Indiana based businesses to opportunities.

"The State of Indiana is committed to utilizing minority-, women- and veteran-owned businesses on state contracting opportunities and in the Division of Supplier Diversity (DSD) we are committed to creating a platform across the state of Indiana to do just that.

Economic sustainability and growth is critically important for our Indiana based businesses. So in order to foster that, in



Terrie Daniel
 Division of Supplier Diversity
 Deputy Commissioner

the DSD, we have developed a very strategic mission to assist businesses across the state of Indiana.

➤ *Certification – MBEs, WBEs and VBEs, we have streamlined our certification process to make it much easier for businesses to navigate. We are now averaging 43 business days to process a new certification which is less than half the processing time of 90 days stated in our regulations that govern the certification program.*

➤ *Business Development Services are being offered which include new and improved educational tools and resources as well as outreach and networking opportunities. These resources have been strategically designed to provide easy access to business owners across the state of Indiana and we are seeing more businesses being connected to more opportunities every day.*

➤ *Increased visibility of opportunities via our:*

- Website
- Monthly Newsletter
- Weekly Contracting Opportunities Eblast
- Facebook, Twitter and Instagram

I would like to share a short story with you at this time. It's called Coffee:

A group of alumni, highly established in their careers, got together to visit their old university professor. Conversation soon turned into complaints about stress in work and life.

Offering his guests coffee, the professor went to the kitchen and returned with a large pot of coffee and an assortment of cups - porcelain, plastic, glass, crystal, some plain looking, some expensive, some exquisite - telling them to help themselves to the coffee.

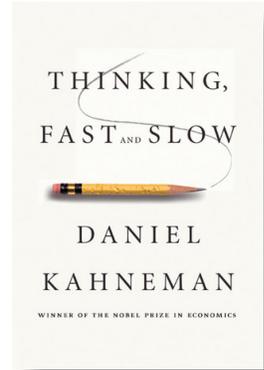
When all the students had a cup of coffee in hand, the professor said:

"If you noticed, all the nice looking expensive cups were taken up, leaving behind the plain and cheap ones. While it is normal for you to want only the best for yourselves, that can sometimes be the source of your problems and stress.

But be assured that the cup itself adds no quality to the coffee. Continued on pg. 3...

Business Reads

Thinking, Fast and Slow
 By: Daniel Kahneman



In the highly anticipated Thinking, Fast and Slow, Kahneman takes us on a groundbreaking tour of the mind and explains the two systems that drive the way we think. System 1 is fast, intuitive, and emotional; System 2 is slower, more deliberative, and more logical. Kahneman exposes the extraordinary capabilities—and also the faults and biases—of fast thinking, and reveals the pervasive influence of intuitive impressions on our thoughts and behavior. The impact of loss aversion and overconfidence on corporate strategies, the difficulties of predicting what will make us happy in the future, the challenges of properly framing risks at work and at home, the profound effect of cognitive biases on everything from playing the stock market to planning the next vacation—each of these can be understood only by knowing how the two systems work together to shape our judgments and decisions.

Business Quote

"The best time to plant a tree was 20 years ago. The second best time is now.

—Chinese Proverb

Subcontractor & Other Business Opportunities

| Project Name | Due Date | Contact Information |
|---|------------------|--|
| St. Vincent Center – Indiana Pacers Training Facility | Tuesday, Oct. 13 | F.A. Wilhelm Construction Co., Inc. Attn: Tyler Blank tylerblank@fawilhelm.com |
| Pregnancy Assistance Mobile Application RFI-16-030 | Friday, Oct. 21 | Indiana Dept. of Administration Greg Moorman |
| Multiple Purdue Campus Renovations Projects | Tuesday, Nov. 12 | Purdue University Marta Foth Phone: (765) 494-3739 marta@purdue.edu |

Tools for Success (Cont.)...

In most cases it is just more expensive and in some cases even hides what we drink.

What all of you really wanted was coffee, not the cup, but you consciously went for the best cups..."

Now consider this: Life is the coffee; the jobs, the business, the money and the positions in society are the cups. They are just tools to hold and contain life, and the type of cup we have does not define the quality or robustness of what's inside.

Through our differences we find our strength and it's important that we work together to create an inclusive environment across the state of Indiana that embodies the true meaning of diversity and inclusion.

I would offer that supplier diversity is not just about meeting a baseline goal but about changing our mindsets from just looking at the appearance of the outside of the coffee cup to focusing on the robustness of the coffee inside, and working together to create a culture of opportunity for all who want the chance to be at the table to compete.

I would like to extend to each of you tonight a challenge to go back to your places of business, your agency or corporate entity and even in your individual homes, and continue the message of diversity and inclusion resonating here with us tonight.

Thank you for being here and my wish for you is that you have enough happiness to make you sweet, enough trials to make you strong, enough sorrow to keep you human and enough hope to make you happy. May you prosper and be fulfilled in all you do!"

Happy Fall!



DSD Deputy Commissioner Terrie Daniel addressing business owners before the business showcase kickoff.

Business Spotlight: The etica group Celebrates 10 Years



Jessica Nickloy
the etica group, inc.
CEO

The etica group is a professional consulting firm that provides architectural, engineering, building envelope consulting and construction observation services. The etica group injects an unmatched integrity into a corporate business model that reflects 10 years of consistent growth and success. The firm was recently named 24th fastest growing company on the 2015 IBJ FAST 25 List. The etica group assists in the building of individualized, corporate visions and functions as a full service design firm to serve corporate, institutional, public sector and private sector clients. The etica group promotes sustainable design, is an Indianapolis Chamber of Commerce Green Business member and has LEED project capabilities. The firm has chosen to be a niche marketer of rehab/renovation design services to expand the commitment to innovation and the sustainable reuse of existing facilities. The etica group's strategy is to add value to client projects and, in doing so, has earned a reputation for both quality and successful project delivery. The etica group has offices in Indianapolis and New Haven and is a certified women business enterprise with the State of Indiana and emerging business enterprise (EBE).

We asked the etica group's CEO, Jessica Nickloy, to share some insight into this exciting time for the firm.

Q.) The etica group has recently celebrated its 10th anniversary. What has been the etica group's greatest achievement/success over the past 10 years?

A.) Repeat clients! It's a testament to the relationships that we've established and the work that we provide. Clients know that we can get the job done, timely, cost-effectively and accurately.

We've had continued success because of these wonderful relationships. Clients know they can trust our staff who are extremely knowledgeable in their respective fields.

Q.) The etica group is also celebrating a third consecutive year of growth. What kind of factors have been at work both externally and internally to have sustained growth for this long?

A.) 1. Strategic Moves-

Mainly we've been strategic in our decision making. For example, what lines of service are we offering and what has the biggest potential for growth? We decided to offer Construction Observation and Building Envelope services which have been a large factor in our recent growth.

2. Knowledgeable Staff-

We also have a very qualified staff that all bring different skill sets to the table. Maximizing their potential not only allows the company to succeed and grow but them as well.

3. Educational Opportunity-

As a whole we have been fortunate to have exposure to educational pieces through active participation in both professional and XBE organizations. This keeps everyone fresh and gives us a new and/or different way to tackle difficult items.

Q.) Anticipating that etica has another year of sustained growth, what can we expect from the group in this coming year?

A.) The need to increase our staff and office space. We are pretty close to being maxed out with our current office locations (both Indianapolis and New Haven). Because of this we would need to expand with the addition of staff, which would be a great problem to have! That means more work.

Q.) Are there any projects you are currently working on that you'd like to highlight?

A.) Eagle Creek Greenway Extension for the City Continued on pg. 4...

The etica group (Cont.)...

of Indianapolis (Construction Observation Services) Phase 1 of the Eagle Creek Greenway Extension, is a 2.3 mile section starting north of the intersection of 46th street and Eagle Creek Parkway. Following Eagle Creek Parkway south to 38th street then west along 38th Street, over Interstate 74 and ending at the intersection of Windham Lake Drive and Dandy Trail. The extension includes a 186 foot pedestrian bridge over Interstate 74, over 1350 linear feet of MSE walls, 770 linear feet of modular block walls, 520 linear feet of hybrid ditches and 29 ADA ramps. This phase connects to the existing trail north of 46th street and traverses south then west to connect to Phase 2 of the extension. This phase of the project is estimated at \$3.5 million. The pedestrian bridge over I-74 was recently installed and was very exciting to see.

Fesler Hall 4th Floor Renovation for Indiana University (Architectural Services) The fourth floor currently consists of laboratory space that will be completely demolished. The intended use of the space shall consist of offices for the Department of Otolaryngology – Head & Neck Surgery consisting of approximately 6,431 total programmable gross square feet. This project is currently out for bid and we are excited to see its progression.

Q.) What are the group's core strengths/areas of expertise? What separates etica from competitors?

A.) We have four main service lines that we focus on. They include: Site/Civil Engineering, Architecture, Construction Observation and Building Envelope. We set ourselves apart by being reliable and trustworthy. We don't overpromise and will always provide what we feel is the absolute best price to a client.

Q.) What advice would you give to a newly created business or to someone looking to start a business?

A.) Trust your decision. Don't second guess yourself or allow others to influence you.

Ask questions! You can never have enough information, no matter what you are asking about.

Seek help from others. Advice from mentors, others in the business or anyone you trust is an essential part of running a company. You have to

surround yourself with those that will allow you to grow and learn.

Q.) As a women-owned business, what excites you about the future of supplier diversity?

A.) Supplier Diversity is always changing. Which is creating more and more opportunity. Another exciting aspect that we have now experienced is that once you are large enough to be a Prime, it's rewarding to give back to those that are smaller and up-and-coming. It goes full circle.

Q.) Is there a company that you've looked to as a mentor or a specific person that's been instrumental in your success?

A.) Well I've been involved with Indiana Construction Roundtable (ICR) Mentor/Protégé program for a while.

Joseph Lansdell is my mentor and I can't even begin to explain all of the ways he has helped me and the business. He is the President of Poynter Sheet Metal, so he understands the business and what we are up against. The relationship that we've built through the program is invaluable.

Q.) Where do you see the etica group in 2025?

A.) Larger! More staff, bigger offices and overall expansion. In another 10 years we will be in surrounding states, I have no doubt. This also means likely mergers to assist in this expansion. We will have a new infusion of blood by the time we reach our 20th anniversary so it will be exciting to see how we've changed in direction and ability.

the etica group

- ARCHITECTURE • ENGINEERING
- BUILDING ENVELOPE CONSULTING
- CONSTRUCTION OBSERV. SERVICES

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Sudoku

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

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8(a) Certification Program/8(a)Program de Certificación
3:30 pm – 4:30 pm

&
HUBZone Certification

Historically Underutilized Business Zone/Zonas de Negocio Históricamente Subutilizados
4:30 pm – 5:30 pm

Eligibility requirements
 Benefits of the program
 Ongoing obligations to SBA

Goals of the Program
 How do you apply?
 Program term

Thursday, October 15, 2015
3:30 pm – 5:30 pm

U.S. Small Business Administration
8500 Keystone Crossing, Suite 400
Indianapolis, IN 46240

Reservations for this free workshop are requested as seating is limited.

For more information or to reserve your space, contact **Vernice Mathis, at 317-226-7272 ext 115 or vernice.mathis@sba.gov.**



Reasonable arrangements for persons with disabilities will be made if a written request and contact information is received in advance. Contact the U.S. Small Business Administration, Indiana District Office, 8500 Keystone Crossing, Suite 400, Indianapolis, Indiana 46240, (317) 226-7272. All of the SBA's programs and services are provided to the public on a nondiscriminatory basis.

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Indiana Department of Veterans Affairs
Community Outreach Event

Thursday, October 15
10 a.m. – 2 p.m.
Community Outreach Event
Vincennes University
ICAT Building, Room 142
1500 Chestnut St.
Vincennes, IN 47591



- **One stop shop for Veterans, Service Members, and Dependents**
- **Assistance with Remission of Fees, VA Benefits, Claims Process, Care, Employment, Education and much more!**
- **Employers on site will be conducting "pre-interviews". Please dress accordingly, if you have a resume please bring.**
- **We will have the Woman's Veteran Coordinator at our event as well.**
- **Stop by and see how your Indiana Department of Veterans Affairs is able to help assist you & Thank you for your service and dedication**

Register for this event at:
<http://vincennes-coe.eventbrite.com>

If you have any questions please contact:

TOLL FREE
 1-844-480-0009
www.in.gov/dva
VetEmployment@dva.in.gov



Sudoku Solution:

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

REGISTER NOW

Relationship to Partnership Session

Navigating Your Firm's Financial Future

November 20, 2015



Keynote Speaker Michael A. Grant

Michael Grant is president of both the National Bankers Association and its Foundation. He is also board secretary for the Minbanc Scholarship Fund for minority banks.

A corporate consultant for fifteen years, Grant's firm, of which he was a co-owner, claimed as his clients some of America's best known companies: Marriott and Ritz-Carlton Hotels, McDonalds Corporation, Harrah's Casinos, Westin and Hilton Hotel, Dell Computers, the Cracker Barrel Corporation and others.



CLICK HERE TO REGISTER

www.conf.purdue.edu/R2P11

Registration Fees

\$35 until October 31, 2015

\$45 until November 16, 2015

\$50 at the day of the event