



# The Link

## to Supplier Diversity

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

### September 2015

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#### Event Calendar

Commission Meeting	Sept. 14
Certification Webinar	Sept. 16
DSD Business Conference	Sept. 23-24
Pay Audit Webinar	Oct. 14
Certification Webinar	Oct. 21

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

#### How to Connect

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### Empowering Business Growth:

### 7th Annual Indiana Division of Supplier Diversity Business Conference

In 2014, the Division of Supplier Diversity (DSD) successfully hosted three regional business conferences across the state in South Bend, Gary and Indianapolis, with an average of 200 in attendance at each event. The division continues to realize very positive feedback from our partners and the businesses we serve. We are quickly approaching our signature event for the calendar year, the 7th Annual Division of

Supplier Diversity Business Conference, September 23-24, 2015. The conference will open with a networking and awards reception on the 23rd and will feature remarks from Lt. Governor Sue Ellspermann. The following day the division will provide a plethora of workshops, panel discussions, and much more, positioning businesses for success and accelerating them to the next level.

Additionally, more than 90+ certified MWBE firms will have exhibits on display for networking with prime contractors, procurement agents, buyers from private entities and the community at-large. This event is brought to you by the State of Indiana Division of Supplier Diversity, Title Sponsor Comcast and supporting state educational institution partners.

The 7<sup>th</sup> ANNUAL DIVISION OF SUPPLIER DIVERSITY  
**Business Conference**  
Presented by Comcast  
*Empowering Business Growth*

**Thursday • September 24 • 2015**  
**Indiana Government Center South • Conference Center**  
**302 W. Washington Street • 7:30 AM to 4:00 PM**

**Register At:**  
**[2015-DSD-BC.eventbrite.com](http://2015-DSD-BC.eventbrite.com)**

#### Topics Include:

Doing Business With Walmart & Comcast,  
 Business Legislation, Accessing Capital and Much More!  
**Call or visit our website for more information.**  
**(317) 232-3061 [www.in.gov/idoa/mwbe](http://www.in.gov/idoa/mwbe)**

## Tools for Success



September kicks off National Hispanic Heritage Month which is the period when the contributions, heritage and culture of Hispanic and Latino Americans are celebrated.

According to the US Census, 50.5 million people or 16% of our population are of Hispanic or Latino origin and there are 2.3 million Hispanic-owned businesses as of 2007

which generated annual gross receipts of over \$350 billion.

According to HispanicHeritageMonth.gov, this celebration dates back to 1968 and begins each year on September 15th, the anniversary of the independence of five Latin American countries: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. Mexico, Chile and Belize also

celebrate their independence days during this period and Columbus Day (Día de la Raza) which is October 12th.

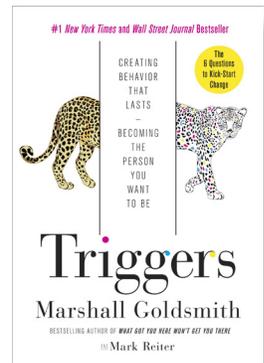
There are a number of celebrations happening across our state so I encourage you to take part in celebrating such a rich part of our culture!

May you prosper and be fulfilled in all you do.

## Business Reads

### Triggers

By: Marshall Goldsmith



In *Triggers*, renowned executive coach and psychologist Marshall Goldsmith discusses the emotional triggers that set off a reaction or a behavior in us that often works to our detriment. These reactions are the result of emotional and psychological triggers that often happen only in specific settings—at meetings, or in competitive situations, or with a specific person who rubs you the wrong way, or when you feel under particular pressure. Being able to recognize those triggers and understand how the environment affects our behavior is key to controlling our responses and managing others at work and in life. Make no mistake—change is hard. And the starting point is the willingness to accept help, and the desire to change. This book will show you how.

### Business Quote

"Big results require big ambitions."  
-Heraclitus

## Subcontractor & Other Business Opportunities

Project Name	Due Date	Contact Information
MDI-SAB-15-B-0017, MDI-SAB-15-B-0018 & MDI-SAB-15-B-0019	Monday, Sept. 14	ITR Concession Company LLC Project Attn: Nathan Edwards, EI nedwards@indianatollroad.org
Str. 10(03) EX – EB Exit Ramp at MM 10 Modular Joint Replacement	Monday, Sept. 14	ITR Concession Company LLC Project Attn: Nathan Edwards, EI nedwards@indianatollroad.org
Indiana University-Purdue University Fort Wayne Campus – Chilled Water Distribution Infrastructure Installation – South Campus Renovations	Monday, Sept. 21	Milestone Contractors, L.P. Jason Holloway (317) 616-4941 Jason.holloway@milestonehelp.com

## Northwest Indiana Business Conference Recap

A large number of small businesses, including minority-, women- and veteran-owned businesses, public and private procurement officials and supplier diversity professionals attended this year's Northwest Indiana Business Conference at the Majestic Star Casino in Gary, Indiana.

"Hearing from both the presenters and attendees that they have made serious business connection at this year's event is the best outcome that can come from these events and really lets me know that my team is accomplishing our mission of adding value to Indiana's economy," said Terrie Daniel, Deputy Commissioner for the Indiana Division of Supplier Diversity (DSD). "Listening to attendees from previous years come back and tell me about how our conferences have empowered them to grow their businesses is humbling and rewarding."

Daniel was followed by remarks from City of Gary Mayor Karen Freeman-Wilson, who

is also a strong supporter of the State's diversity efforts. The Mayor brought representatives from the Department of Public Works, Public Parks and the City's Demolition Coordinator as a show of that support. During the "Doing Business With..." workshop these representatives highlighted the many new economic redevelopment opportunities that Gary will be funding.

This year's conference included workshops on the basics of certification; joint ventures; small business best practices; accessing capital; as well as a number of private and public firms sharing upcoming contracting opportunities and explaining their procurement

system for goods and services. Erick Stewart, Co-owner of Stewart Industries delivered the keynote address and gave some words of wisdom concerning the mind state of a business owner and turning strategic thinking into dynamic action. The conference concluded with a networking reception catered by Majestic Star Casino.

"Everything we do is a team effort. This conference is the culmination of a strong community network coming together to provide resources and a service to these business owners." said Michael Babcock, Business Development and Outreach Manager for the Indiana Division of Supplier Diversity.



From Left to right: Barry Cregan, Majestic Star Casino; Terrie Daniel, IDOA Div. of Supplier Diversity; Gary Mayor Karen Freeman-Wilson, Chareice White, Majestic Star Casino; Larry Black, Majestic Star Casino

# Women Make Strides in Business Ownership

By  
Ruth Simon  
The Wall Street Journal

While the growth rate of new businesses remains stalled, fresh government data show the share of women-owned firms has climbed.

The total number of U.S. firms edged up 2% to 27.6 million between 2007 and 2012, according to preliminary U.S. Census Bureau data released this week. But the number of women-owned firms grew much faster, rising 27% during that time.

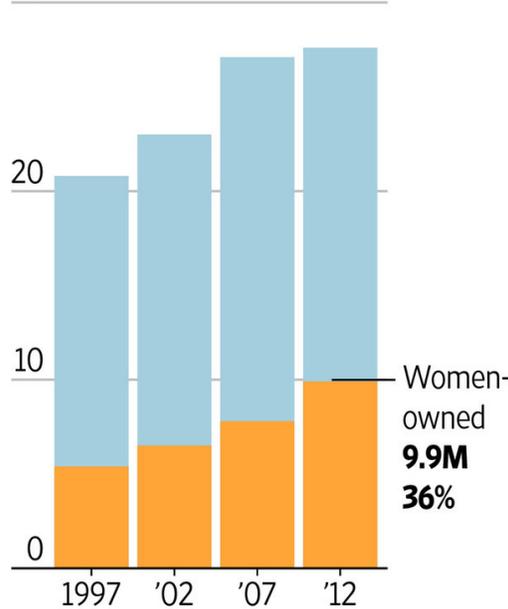
The overall figures provide the latest evidence of a worrisome decline in business formation. The number of firms with paid employees fell by 5% to 5.4 million between 2007 and 2012 and is 2% below 2002 levels, according to the new census data.

"It's an indicator of just how weak this particular recovery has been for small businesses, generally, and for new businesses, young businesses," said E.J. Reedy, director of research and policy for the Ewing Marion Kauffman Foundation, a nonprofit that focuses on entrepreneurship. U.S. gross domestic product, adjusted for inflation, declined at an average annual rate of 1.5% from 2007 to 2009 as the economy contracted during the recession, then increased by an average rate of 2.1% during

## Gender Divide

Even though women own more than one-third of businesses, their companies are generally smaller companies with fewer employees.

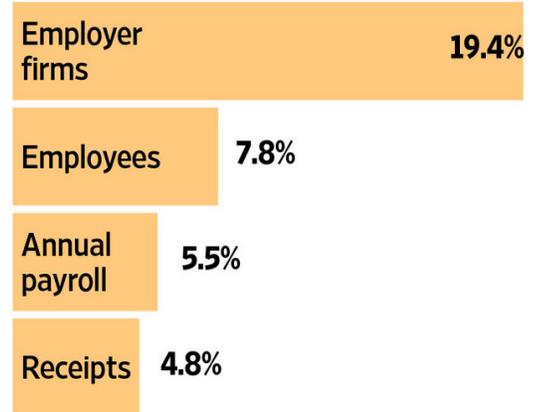
30 million businesses



the next three years, according to the Bureau of Economic Analysis. Women showed big gains in business ownership in the census data, with the share of female-owned firms rising to 36% of all firms in 2012 from 29% in 2007. The number of self-employed women and the number of women running businesses with employees both increased, pushing the total number of women-owned firms to 9.9 million in 2012. "Women's entrepreneurial appetites are at an all-time high," said Carla Harris, chair of the National Women's Business Council, a nonpartisan federal advisory council, adding that the rate of growth of female-owned businesses is almost four times the rate of busi-

nesses owned by men. But women continue to face challenges accessing capital and other obstacles to growth, she said. April Cleek, 36 years old, opted to set up shop as an independent consultant in 2008 after three years working for large companies. "I wanted to get off the road and have a family," she said. Two years later, Ms. Cleek used her savings to launch EHR Concepts, a consulting and staffing company that helps hospitals set up electronic medical records systems. The Villa Rica, Ga., firm now has 12 full-time employees and a pool of 100 independent consultants who work on specific projects. It is possible that at least

In 2012, women-owned firms accounted for:



a portion of the increase in the women's share could be explained by a change in Census Bureau methodology that changed how some firms with more than one owner were classified, the agency's statisticians say, noting that figures released this week are preliminary. While the number of women-owned firms with employees rose by 16% between 2007 and 2012, women-owned firms tend to be smaller than those owned by men, with an average of roughly 8.5 employees compared with 13.5 employees for firms with male owners. Some 11% of women-owned businesses have employees other than the owner, compared with 23% of firms owned

## Women Make Strides (Cont.)...

by men. Women-owned firms accounted for just 4.8% of receipts in 2012. Julia Crookston, 60, started making jams and pickles in her home in 2008 after 15 years as a personal chef.

In 2011, she opened Goodland Kitchen, a commercial kitchen that rents out space. The Goleta, Calif., company now has nine employees and has expanded to include a cafe.

"If I could change something, I would have done this 15 years ago," said Ms. Crookston, adding that she was initially ner-

vous about starting her own company. The number of businesses owned by Hispanic women rose 87% to 1.48 million between 2007 and 2012, according to an analysis of the new data by the National Women's Business Council, while the number of businesses owned by African-American women increased 68% to 1.53 million. But average receipts and the number of firms with employees declined for both groups, according to the analysis.

"There may have been a bigger necessity among

women of color to start their own businesses during the recession because of job loss," said Ms. Harris. "Those businesses have thrived in many cases," she added. The broader figures reflect a longer-term decline in new business creation that has troubled many economists.

The number of firms dying has exceeded the number of startups each year between 2008 and 2012, according to a recent research paper by economist John Haltiwanger of the University of Maryland and co-authors

at the Federal Reserve Board and the U.S. Census Bureau that focused on firms with employees. Slower population growth, increased business concentration and greater regulation likely account for some of the decline in new business formation, says Robert Litan, a nonresident senior fellow at the Brookings Institution. But the extent of the decline remains puzzling, he adds, given "that the Internet revolution has made it a lot easier for firms to get started and to grow than they could 10 years ago."



## Free Patents & Trademarks Seminar Coming to Central Library

Inventors, entrepreneurs, educators, students and legal professionals are invited to learn to navigate the patent and trademark process when representatives from the U.S. Patent and Trademark Office present a free public seminar, "Patents and Trademarks 101: Information You Need to Protect Your Intellectual Property," on **Wednesday, September 16 from 10 a.m. – 5 p.m. at Central Library in the Clowes Auditorium, 40 E. St. Clair Street.**

The representatives will provide an overview of patent, trademark and copyright secrets; share instruction on utilizing the USPTO databases; discuss how to conduct a preliminary federal trademark search; and direct invention promotion firms in asking the right questions.

Following the USPTO presentations, a panel of local representatives from Barnes & Thornburg LLP, Developer Town, Grin On Industries, and the Purdue Office of Technology Commercialization will offer insights into issues related to the patent and trademark process.

Those attending will conclude the day with a reception featuring light refreshments, including Sun King craft beer served on the Bottoms Up Draft Beer Dispensing system®.

Space is limited. Registration is required by visiting [Eventbrite.com](http://Eventbrite.com). For additional information, call 275- 4100.

The Division of Supplier Diversity, along with other partners, are joining forces with the City of Indianapolis and the U. S. Small Business Administration to host a Business Matchmaking Event

1545 Riverside Drive, Community Building  
5 November 2015  
Registration Begins 8:00 a.m.

Matchmaking to start promptly at 9:00 a.m. and ending at 1:00 p.m.

Please provide your completed form by e-mail to: [lynda.parrett@sba.gov](mailto:lynda.parrett@sba.gov)  
317-226-7272 ext. 116.

**Registration Must Be Received by 29 October 2015**

Company Name: \_\_\_\_\_

POC: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Primary NAIC Code: \_\_\_\_\_

What service or product does your company provide? \_\_\_\_\_

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Remember to do your homework and be prepared to talk to the agency/government contractor representatives. Appointments will be in 10 minute intervals.

Classification(s) of company: (please check all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Small Business (SB)                     | <input type="checkbox"/> Small Disadvantaged Business (SDB)    |
| <input type="checkbox"/> 8a                                      | <input type="checkbox"/> HUBZone Small Business (HBZSB)        |
| <input type="checkbox"/> Veteran Owned Small Business (VOSB)     | <input type="checkbox"/> Service Disabled Veeteran SB (SDVOSB) |
| <input type="checkbox"/> Minority Business Enterprise (MBE)      | <input type="checkbox"/> Woman Owned Small Business (WOSB)     |
| <input type="checkbox"/> Disadvantaged Business Enterprise (DBE) | <input type="checkbox"/> Women Business Enterprise (WBE)       |

Some of companies/agencies scheduled to participate: SBA, The City of Indianapolis, Lilly and Company, IUPUI, the State of Indiana, Zimmer, Citizens Energy Group, Duke Realty, Cummins, Federal Agencies and OTBD.

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**Sudoku**

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

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

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**Sudoku Solution:**

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

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