



# The Link

## to Supplier Diversity

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

### November 2016

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#### Event Calendar

Pay Audit Webinar	Nov. 9
Certification Webinar	Nov. 16
Relationship to Partnerships	Nov. 18

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

#### How to Connect

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### 5 Tips For Growing Your Diverse Business

The Division of Supplier Diversity is looking forward to having some time off to enjoy family and friends, but we are not on vacation yet. So to thank all of our readers we have compiled a quick list of tips to help grow your business. Happy Thanksgiving!

#### #5 - Maintain Balance

Friends, family, business, personal hobbies, who has time?! The answer is no-one. Maintaining balance is about making sure you have a clear understanding of your priorities and then having the discipline to stick to a schedule.

Countless studies have proven beyond a doubt that individuals that maintain a well rounded life; balancing their professional work, personal life, and spiritual wellbeing, expressed a greater sense of satisfaction in all three areas. Conversely individuals who do not maintain that balance express lower levels of satisfaction in all areas including the area that they put the most stress on.

#### #4 - Keep Thorough Financial Statements

Your financial statements are your business's scorecard, as such you will never know if you are winning or losing if they are not accurate and thorough.

While this may seem obvious, there is no shortage of businesses denied financing due to insufficient financial documentation.

Preparing a formal budget and monitoring actual performance against that budget should be of paramount importance.

We won't make any specific recommendations as far as what kind of financial reporting, tools, systems or services you should be using but I can tell you what you should be looking for.

You should look for a financial reporting system that gives a clear and accurate picture of the performance of the business.

#### #3 - Re-Think & Embrace Innovation

In the U.S. economy innovation is the engine that drives pros-

perity. However innovation is not limited to technological breakthroughs and product development.

Take a hard look at all your current business systems, analyze where there is room for improvement and then seek out new ideas on how to achieve that improvement. These ideas might come from an internal review team, a highly motivated employee or from an outside firm who specializes in making business systems better.

Wherever the ideas come from, it will take a deliberate effort to uncover them and it takes even more effort to implement them but without innovation you get stagnation.

Make it a priority to foster a culture of constant improvement.

#### #2 - Delight The Customer

You must be a fanatic about delivering outstanding customer service. You must be committed to delighting the customer. Make that customer so satisfied with

*(Continued on page 8)*



## Tools for Success

By: Terrie Daniel  
 Division of Supplier Diversity  
 Deputy Commissioner

Do You Know What is Required to Maintain Your Company's Certification?

Otherwise known as an Affidavit of Continued Eligibility (ACE), this form is required to maintain your certification. Below are a few questions and answers regarding your ACE form submission.



Terrie Daniel

still need to hear from you. In addition, Indiana Administrative Code 25 IAC 5-3-8 (3)(c) states that a certified MBE or WBE enterprise must provide, every year on the anniversary date of its certification, a notarized affidavit stating that there have been no change to enterprise's qualifying member, ownership or material change.

### Q. Why do I need to submit an ACE form?

A. Although your certification is valid for a three-year period, you are required to submit the ACE form annually with any changes affecting the following:

- Location or contact information (i.e. address, phone number, e-mail address)
- Services provided (amendment to certification)
- Ownership
- Control

Changes in control and ownership must be submitted within thirty (30) days of the effective date of the change and any changes in your contact information must be submitted immediately to the Division of Supplier Diversity.

### Q. Do I need to submit an ACE Form if there are no changes?

A. Yes, three years is a long time and we

### Q. What is the schedule for submission of an ACE Form?

A. See the sample schedule below:

#### SAMPLE SCHEDULE

Certified: December 1, 2015.

1st Anniversary: Submit ACE form December 1, 2016.

2nd Anniversary: Submit ACE form December 1, 2017.

3rd year: You must re-apply for Certification up to 60 days prior to expiration, December 31, 2018.

### Q. Where can I find the ACE Form?

A: [http://www.in.gov/idoa/files/ACE\\_Form.pdf](http://www.in.gov/idoa/files/ACE_Form.pdf)

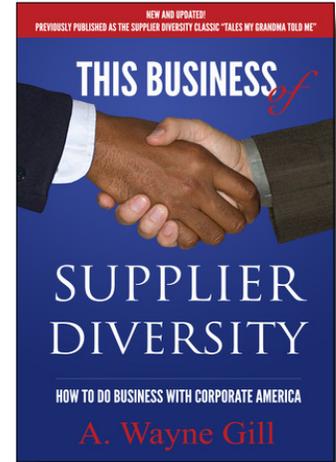


## Subcontractor & Other Business Opportunities

Project Name	Due Date	Contact Information
<a href="#">Digital Signage RFP 17-041</a>	11/15/16	<a href="#">Lottie Hooyer</a> <a href="http://goo.gl/pEHOon">http://goo.gl/pEHOon</a>
<a href="#">State of Indiana Web Portal 17-027</a>	11/28/16	<a href="#">John Helmer</a> <a href="http://goo.gl/lzZrld">http://goo.gl/lzZrld</a>
<a href="#">Design Development Implementation (DDI) 17-001</a>	12/31/16	<a href="#">John Helmer</a> <a href="http://goo.gl/lzZrld">http://goo.gl/lzZrld</a>

## Business Read

**"This Business of Supplier Diversity"**  
 By: A. Wayne Gill



What happens when you take a classic work and improve upon it? The outcome is "This Business of Supplier Diversity"; the revised edition of A. Wayne Gill's 2007 standard-bearer, Tales My Grandma Told Me – A Business Diversity Fable.

In this edition, Gill continues to explore the challenges of leveling the playing field for minority business owners, with wit, keen insight and entertaining twists. Filled with stories from his personal entrepreneurial journey and his long tenure at the supplier diversity table, This Business of Supplier Diversity is no ordinary business tome. It will make you laugh, it will make you think, and it will inspire you to action!

Small, women-owned, and minority-owned businesses are the backbone of the American economy. Recent history has taught us that our national prosperity depends on how well we work together to expand opportunities for this vital business sector. This book is for anyone serious about making that potential a reality.

## Business Quote

"Be thankful for what you have; you'll end up having more. If you concentrate on what you don't have, you will never, ever have enough."

-Oprah Winfrey



HONORING  WHO  
ALL SERVED

CELEBRATING VETERANS DAY IN INDIANAPOLIS  
ON NOVEMBER 11, 2016

Indiana War Memorial  
431 N Meridian St.,  
Indianapolis, IN 46220

(317) 630-1203  
msweet@legion.org  
Meagan Sweet, Secretary



### Service

- 10:30 a.m.** Musical Prelude Indiana War Memorial  
Performed by the 38th Division Band,  
Indiana Army National Guard,  
and the U.S. Coast Guard Glee Club on the  
North steps of the Indiana War Memorial
- 11:00 a.m.** Veterans Day Service on the  
North steps of the Indiana War Memorial

### Parade

- 12:00 p.m.** Veterans Day Parade Downtown Indy
- The parade kicks off as soon as the Veterans Day Service concludes. More than 80 units march in this annual parade, which begins at Michigan and Pennsylvania Streets, moves south on Pennsylvania to New York Street, west to Meridian Street and finishes at North Street.

### Banquet

- 5:30 p.m.** Reception Primo Banquet Hall  
Primo Banquet Hall & Conference Center,  
2615 National Avenue, Indianapolis.
  - 6:30 p.m.** Dinner Primo Banquet Hall
- An awards ceremony follows dinner to recognize all who sacrifice so much for the Indianapolis and surrounding communities, our veterans and the youth that participated in the Veterans Day events.

## ABOUT US

The Veterans Day Council of Indianapolis is a voluntary, 501(c)(3), nonprofit organization whose primary purpose is to bring about a wholesome and constructive relationship between the community and veterans of our Armed Forces. The activities of the Council culminate in our annual observance of Veterans Day in Indianapolis.



## Events Guide

Indianapolis  
Veterans Day Observance  
Friday, November 11, 2016

## A Successful Season to Grow!

The 8th Annual Indiana Division of Supplier Diversity Business Conference (DSDBC) was a major success.

On Monday, September 26, the conference began with a Welcome & Awards reception in the atrium 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 partner organizations.

Special awards and recognition were given to Shannon Williams, Indiana Minority Business Magazine; Holli Harrington, Indianapolis Airport Authority; Lynda Parrett, Small Business Administration; Shane Springer, Indiana Procurement Technical Assistance Center and Julie Grice, Indy Chamber. These individuals were recognized for their continued commitment and efforts towards supplier diversity.

The conference featured concurrent workshops and plenary sessions providing educational resources and tools for success to business owners. Participants had the opportunity to network and meet procurement officials from local government agencies and private sector entities.

The Business Showcase began with a ribbon cutting and included remarks from 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 50 state certified businesses and partner organizations. Additionally, it was well attended by both private and government procurement agents from across the state.



From Left To Right: Tony Kirkland, Lynda Parrett, Shannon Williams, Holli Harrington, Shane Springer, Jacqueline Troy, Terrie Daniel



Terry Turner, Diversity Consultant, Anthem, Inc. speaks to Attendee

**We posted over 300 photos from the annual conference, if you attended, you are probably in some of them!**

**Check them out on our Facebook page!**  
<https://www.facebook.com/IDOA.MWBE/photos/>

The Division of Supplier Diversity would like to thank everyone involved with our 8th 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.



Indiana Secretary of State, Connie Lawson, speaking, in the State House, about [INBiz.org](http://INBiz.org) at the DSDBC Luncheon.



Conference attendees entering the B2B Showcase

# 12th Annual Relationships to Partnerships Sessions

Supplier Diversity Development Coalition  
of Greater Lafayette

"Relationships to Partnerships"

## Featuring

**A Salute to Veteran Entrepreneurship  
&**

**Keynote Speaker - *Kevin Brinegar***

President & CEO of the Indiana Chamber of Commerce

**"Key Elements of Finding and Securing Contracts"**

**Friday, November 18, 2016**

**Purdue University - Stewart Center  
128 Memorial Mall - West Lafayette, IN**

For More Information Visit [www.LafayetteSDCoalition.org](http://www.LafayetteSDCoalition.org),  
Email: [supplierdiversity@purdue.edu](mailto:supplierdiversity@purdue.edu) or Phone: 765-494-3739

## \$250 Million Committed By Facebook & Oculus

By: Ray Hayes  
[GlobalDiversitynews.com](http://GlobalDiversitynews.com)



Oculus has taken a huge step forward in pushing diversity in tech. The company has pledged to put \$10 million toward supporting “VR app and video creators of diverse backgrounds, including women and people of color.” Josh Constine from Tech Crunch provides more details about Facebook and Oculus committing over \$200 million for VR content and diversity.

Facebook and Oculus have doubled down on their previous commitment toward VR content and will now invest another \$250 million to help developers create more high quality VR content.

Oculus’ NextGen program will receive \$10 million which “will bring Unity workshops plus hardware from Samsung, AMD and Oculus to universities so they can expand their own VR content creation programs.” Mobile game developers will receive \$50 million of the funds. Mobile platforms that showcase the Oculus the product like Samsung Gear VR are the most important of the VR revolution.

Oculus plans to use the diversity funding toward its “Launch Pad and VR for Goods programs, as well as amplifying new voices.” Diverse Filmmakers Project is another initiative Oculus plans to launch soon. Constine points out an intriguing reason why Oculus is committing to diversity. “By supporting diverse VR filmmakers, audiences will get deeper understandings about life, justice, inequality and more from a new perspective.”



## Congratulations To Our Newly Certified Vendors!

### Certified WBEs

- American Concrete Restorations, Inc.**  
 Cathy Burkert  
 (630) 887-0670  
[amerconcrete@aol.com](mailto:amerconcrete@aol.com)
- Ameripak**  
 Debbie Campbell  
 (317) 769-5511  
[debbie@AMERIPAK.biz](mailto:debbie@AMERIPAK.biz)
- C.A. Fulkerson, LLC**  
 Carol Fulkerson  
 (812) 952-1777  
[cafulkersonllc@aol.com](mailto:cafulkersonllc@aol.com)
- Carts Gone Wild, Inc.**  
 Dana Hallman  
 (812) 867-2297  
[dana@cartsgonewild.com](mailto:dana@cartsgonewild.com)
- Choice Property Management**  
 Jacqueline Stevenson  
 (574) 387-4416  
[jackie.stevenson@cpmchoicepropertymanagement.com](mailto:jackie.stevenson@cpmchoicepropertymanagement.com)
- eTeam Public Sector Solutions**  
 Aanchal Thakur  
 (732) 248-1900  
[athakur@eteaminc.com](mailto:athakur@eteaminc.com)
- G4 Tool and Technology**  
 Erin Mullet  
 (574) 970-0844  
[g4tool@gmail.com](mailto:g4tool@gmail.com)
- Goodman Enterprises, Inc.**  
 Margaret Goodman  
 (574) 223-3171  
[naparoch@embarqmail.com](mailto:naparoch@embarqmail.com)
- Goodman Parts, Inc.**  
 Margaret Goodman  
 (574) 946-3043  
[napawina@embarqmail.com](mailto:napawina@embarqmail.com)
- Lippold Consulting, LLC**  
 Mary Lippold  
 (317) 457-9881  
[ferdonia@sbcglobal.net](mailto:ferdonia@sbcglobal.net)
- Mary Beth Kohart, PC**  
 Mary Kohart  
 (317) 727-1069  
[marybethkohart@cbre.com](mailto:marybethkohart@cbre.com)
- Metamorphose Corporation**  
 Leah McChesney  
 (574) 300-0830  
[leah@risspecializedconstruction.com](mailto:leah@risspecializedconstruction.com)
- Modern Edge**  
 Drew Sarkisian  
 (866) 404-3343  
[dsarkisian@moderndegcellc.com](mailto:dsarkisian@moderndegcellc.com)
- Morgan’s Striping Service, Inc.**  
 Cheryl Morgan  
 (317) 776-2116  
[morganstripe@att.net](mailto:morganstripe@att.net)
- Printing Inc. of Louisville Kentucky**  
 Kelly Abney  
 (800) 237-5894  
[maureen.minogue@prettyincredible.com](mailto:maureen.minogue@prettyincredible.com)
- Pyro Industrial Services, Inc.**  
 Margaret Warnke  
 (219) 787-5700  
[mwarnke@pyroindustrial.com](mailto:mwarnke@pyroindustrial.com)
- Soteria Hauling & Excavating, LLC**  
 Kathryn Kellams  
 (812) 583-2582  
[soteriahauling@gmail.com](mailto:soteriahauling@gmail.com)

### Certified WBEs

- The Uniform House**  
 Aviva Tavel  
 (317) 926-4467  
[aviva@uniformhouse.com](mailto:aviva@uniformhouse.com)
- Three Dot Design, LLC**  
 Rachel Worley  
 (502) 639-7519  
[rachel@three-dot-design.com](mailto:rachel@three-dot-design.com)
- VLM International**  
 Vicki Miles  
 (574) 679-9237  
[vwagner@vlminternational.com](mailto:vwagner@vlminternational.com)

### Certified MBEs

- Deals New And Used Tires**  
 Tyrone Haynes  
 (765) 274-8736  
[tyronemosley35@att.net](mailto:tyronemosley35@att.net)
- First Frontage Recruiting, Inc.**  
 Tina Webster  
 (317) 757-3194  
[Rbarron@firstfrontagerecruiting.com](mailto:Rbarron@firstfrontagerecruiting.com)
- Hillstreet, LLC**  
 Brandon Hill  
 (317) 513-0280  
[bhill2330@gmail.com](mailto:bhill2330@gmail.com)
- JSYS Technologies, LLC**  
 Rajarajeswari Nithyanandan  
 (317) 289-8389  
[rajarajeswari@jsystechologies.com](mailto:rajarajeswari@jsystechologies.com)
- Major League Trucking, LLC**  
 Johnny McClendon Jr.  
 (219) 218-0818  
[majorleaguetruckindiana@gmail.com](mailto:majorleaguetruckindiana@gmail.com)
- Quality Control Inspection Services, Inc.**  
 Leon Jones Jr.  
 (219) 940-5777  
[leon.jones@qc-inspection-services.com](mailto:leon.jones@qc-inspection-services.com)

## Sudoku

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

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



The Indiana Commission on the **Social Status of Black Males** presents

16TH ANNUAL

# BLACK MALES STATE CONFERENCE

**LEXINGTON HOTEL  
INDIANAPOLIS AIRPORT**

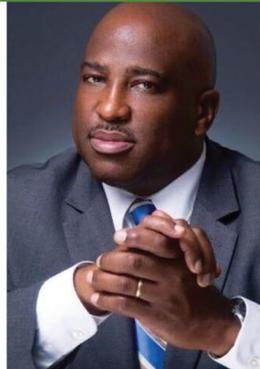
2500 W. High School Rd.  
Indianapolis, IN 46241  
317.244.3361

**NOVEMBER 9-10, 2016**

Nov. 9: 3:00pm-7:00pm EST  
Nov. 10: 8:00am-4:30pm EST



## BLACK MALES: MORE THAN STATISTICS



**KEYNOTE SPEAKER**

**Shawn Dove**

Author & CEO,  
*Campaign for Black Male  
Achievement*



The Indiana Commission on the Social Status of Black Males was legislatively established in 1993. The Commission was created to identify and recommend public and legislative remedies to improve the economic, criminal justice, health, educational, and social status of Black males in Indiana.

### PRINCIPAL TOPICS

Criminal Justice & Education

### WORKING SESSIONS

The "School to Prison Pipeline" Dilemma  
Crime & Violence Impacting Black Males in Their Community

## REGISTRATION & INFORMATION

<https://2016icssbmannualconference.my-trs.com/>

James Garrett, Jr., *Executive Director*  
jgarrett@icssbm.in.gov - 317.233.1744

Kenneth Allen, *Conference Chair*

## 5 Tips (cont.)

you and your company's products and services that you make your company so valued and so highly regarded that you become indispensable.

Incentivize customer service to your employees by implementing a customer satisfaction survey and tie a portion of each employee's annual bonus or incentive compensation directly to the customer satisfaction metric.

### # 1 – Relationships First. Business Second

Would you do business with a total stranger? If someone came up to you in the middle of the street and started to promote their business to you, what would your reaction be? Well if you're like most people, you would be on guard and no matter how compelling the offer was, you would be a bit suspicious.

We must always strive to be more relational and less transactional.

The importance of establishing a relationship with someone before transacting business is easily demonstrated.

Imagine an important client is asking for you to recommend someone for a new job. Who are you more likely to recommend, someone you trust and have a relationship with or an acquaintance you met at a networking event and never talked to again.

By and large most people would recommend their friend over a stranger. If you can understand that, then you can also understand how the situation would play out if the roles were reversed.

Remember Relationships are investments that require time, and effort.

Thanks for reading!  
Have a Happy Thanksgiving!

Source:  
*Highsmith, C. L. (2009, August 20). Top 10 Tips For Growing Your Diverse Business. Retrieved September 25, 2016, from <http://www.diversitybusiness.com/news/diversity.magazine/99200832.asp>*

## Verizon Wants Vets



**verizon**  
digital media services

Verizon is once again atop a very important ranking. For the second consecutive year, Verizon has been named the No. 1 company on the Best for Vets: Employers ranking by the Military Times.

The Military Times Best for Vets distinction recognizes an organization for its commitment to providing opportunities to America's veterans. The methodology is based on a more than 90-question analysis of a company's efforts to connect with veterans and provide an environment for success.

Verizon's commitment to veterans begins in the recruiting stage and continues once at the company. Through the unique Military Skills Matcher career website and hundreds of military job fairs and virtual recruitment fairs, veterans are exposed to a variety of areas in the business that they can work.

In addition, military veterans can connect directly with our active Military Recruitment Team or the Military Talent Network to inquire about new opportunities and upcoming recruiting events.

Upon hire, veterans can benefit from an active network of service members to help them adjust from military to civilian life. The Veterans Advisory Board employee resource group also provides guidance and support to new hires to stay actively engaged with the Verizon community.

Evan Guzman, head of military programs and veteran affairs, said that the company is proud to receive the top honor for the second year in a row.

"Verizon recognizes that military experience is valuable to the business because their leadership and skill sets make us a better company," Guzman said. "There are many great things that separate Verizon apart from other companies, and the pure dedication of our Military Recruitment Team is among one of the highlights."

## Contact Us

Telephone: (317) 232-3061  
Fax: (317) 233-6921

General Inquiry E-mail:  
[mwbe@idoa.in.gov](mailto:mwbe@idoa.in.gov)

Compliance Inquiry E-mail:  
[mwbecompliance@idoa.in.gov](mailto:mwbecompliance@idoa.in.gov)

Address:  
Division of Supplier Diversity  
402 W. Washington Street, Room W479  
Indianapolis, IN 46204

Hours of Operation:  
8:00 a.m. - 5:00 p.m. Monday-Friday  
(Excluding State Holidays)

### How to Connect



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[https://twitter.com/Indiana\\_DSD](https://twitter.com/Indiana_DSD)



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[www.facebook.com/IDOA.MWBE](http://www.facebook.com/IDOA.MWBE)



[Subscribe/Unsubscribe](#)  
[Click Here](#)



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

## Sudoku Solution:

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