



The Link

to Supplier Diversity

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

September 2016

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Event Calendar

Governor's Commission on Minority & Women's Business Quarterly Meeting	Sept. 12
Pay Audit Webinar	Sept. 14
Certification Webinar	Sept. 21
8th Annual Indiana Division of Supplier Diversity Business Conference	Sept. 27

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

How to Connect

www.in.gov/idoa/mwbe

Promoting Sustainability, Supporting Supplier Diversity

By: Miana Capuano
Writer
www.diversitybusiness.com

As organizations are increasingly called upon to demonstrate social and economic responsibility, supplier diversity is one area that is slowly gaining momentum.

The Government spends \$175 billion each year on goods and services and the case for public procurement to be used to develop the economy, especially in order to encourage and facilitate business diversification and growth, is evident.

Supplier diversity is about ensuring that underrepresented organizations are offered the same opportunities to compete for the supply of goods and services as other qualified suppliers. Underrepresented organizations in most supply chains include small and local businesses, social enterprises, charities and those owned by women, ethnic minorities or disabled people.

Research has shown that self-employment is a way for those who may experience discrimination in employment, such as the disabled, to gain greater control and flexibility in their lives. Therefore, ensuring that there is a 'level playing field' for them to access procurement opportunities is critical.

The Government has a duty to ensure that its procurement

practices are fair and open to diverse suppliers, and the current Equality duties mean that it is required to build race, gender and disability equality into its procurement processes. However, is enough being done to encourage participation?

Research has shown that SMEs and minority owned businesses face a number of barriers accessing public, and for that matter, large private sector procurement opportunities.

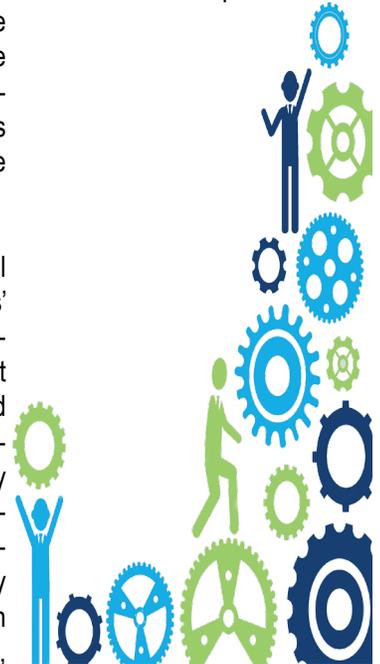
These include difficulties in obtaining information about supply opportunities, a lack of knowledge about how best to bid for contracts and the time taken to deliver, large public sector contracts.

However, underrepresented suppliers also need to ensure that they are being proactive when searching for procurement opportunities. This means reaching out to agencies that are already in place.

The Glover Review of small and medium sized enterprises' (SMEs) access to public procurement opportunities sought to address these issues and made a number of recommendations to Government to try and enhance SMEs' participation. These included the development of a single, free, easy to search online portal to search for procurement opportunities,

simple tender documentation to be issued electronically, all previous relevant experience when bidding to be allowed (not just public sector experience), and for procurers to take a more flexible approach to prequalification or contract award.

It will be interesting to see what becomes of supplier diversity, especially in light of the current economic climate. A call for quotas or positive discrimination is not the answer. Yet, organizations should review their processes to identify if any barriers exist which may prevent such businesses from being successful. By doing so and by supporting a diverse supplier base, organizations will be able to more effectively serve their (diverse) customer needs, achieve value for money and benefit from innovation and competitive costs.



Tools for Success

By: Terrie Daniel
 Division of Supplier Diversity
 Deputy Commissioner



Terrie Daniel

As we move closer to the close of the year, we are actively putting the finishing touches on programming provided by the Division of Supplier Diversity. One of our main focal points this year has and continues to be Access to Capital.

In my column last month, I shared with our readers information on the Minority Business Development Agency and their new partnership agreement with Foundation Group LLC, who provides additional options for small businesses facing challenges in gaining the funding they need to sustain and grow their business.

We have actively pursued Foundation and are excited to announce they will be joining us at the upcoming conference on September 27th. If you haven't already registered, make sure you do it today! To register, visit www.in.gov/idoa/mwbe. Remember space is filling up fast and is limited.

According to the Sam's Club Business Lending Center, the Federal Reserve Bank of New York did a recent survey to find that while 58% of small businesses want credit, only 16% received the amount they wanted. Finding financing is tough, the following 10 suggestions may help you when considering which direction to take when looking for options to finance your business.

1. Banks and credit unions

Banks and credit unions generally offer the lowest rates, with typical annualized cost of 5–15%. The process typically requires significant documentation and can take several weeks before finding out whether your application has been approved. To be a strong candidate, you should have real estate or cash collateral and strong personal and business credit.

2. Marketplace lending

Marketplace companies replace the complexity of traditional lending with a faster, simpler way to borrow. These marketplaces bring together borrowers and investors by enabling people and institutions to invest in each loan. They offer a loan process that is typically faster and easier than a bank's, with much lower rates than online short-term lenders.

3. Nonprofit microloans

Nonprofit microlenders typically offer smaller loans of under \$50,000, with an annualized cost generally 10–29%. Most microlenders have limited service areas, and often focus on specific populations, such as low-income entrepreneurs.

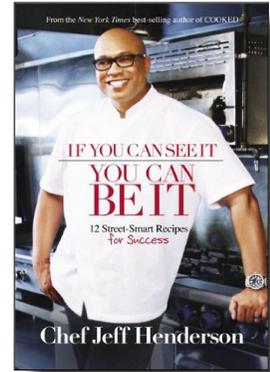
4. Business credit cards

Business credit cards offer flexibility, annualized costs of 11–23%, and they're easy to obtain for those with strong personal credit. But if you need more than \$20,000, you likely need to look elsewhere.

(Continued on page 07)

Business Reads

If You Can See It, You Can Be It
 By: Chef Jeff Henderson



In his latest book, Chef Jeff Henderson, the New York Times best-selling author of *Cooked: From the Streets to the Stove, From Cocaine to Foie Gras*, presents two decades of life lessons that he gained on his redemptive journey from drug dealer to TV celebrity chef to nationally acclaimed speaker. He has devoted himself to mentoring and motivating at-risk and vulnerable Americans, and his remarkable achievements and inspiring presentations have made him a sought-after speaker for business and non-profit organizations, addressing tens of thousands of individuals each year at conventions, conferences, and seminars.

Now, with the 12 inspiring and pragmatic "recipes" he offers in this book, you can discover your hidden business aptitudes, make life-changing decisions, and secure bulletproof personal and professional success. Whether you're a "have-not" suffering from generational or situational poverty or a "lost-a-lot" knocked out by the economic recession, you'll learn something from Chef Jeff's unique perspectives on the virtues of self-knowledge, hard work, determination, and leverage in the real world. Reboot your dreams and gain a new foothold on the ladder to success!

Business Quote

"No man will make a great leader who wants to do it all himself or get all the credit for doing it."

– Andrew Carnegie

Subcontractor & Other Business Opportunities

Project Name	Due Date	Contact Information
Motorcycle Safety Courses 17-025	Tuesday, Sept. 27	Lottie Hooyer http://goo.gl/pEHOon
State of Indiana Web Portal 17-027	Saturday, Dec. 31	John Helmer http://goo.gl/lzZrld
Design Development Implementation (DDI) 17-001	Saturday, Dec. 31	John Helmer http://goo.gl/lzZrld

Indiana Division of Supplier Diversity Business Conference *A Season to Grow*

Educational workshops, resources and plenary sessions will provide tools for minority-, women-, and veteran-owned business success at the 8th Annual Indiana Division of Supplier Diversity Business Conference.

Expert presenters will discuss strategies for accessing capital, leveraging your certification, doing business 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 have the opportunity to grow their business relationships from good to great through networking and informational seminars throughout the day.

Registration Now Open
Click Here 

Our Partners

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September 27, 2016
8:00 a.m. - 4:00 p.m.
Indiana Government Center South
Indianapolis, IN

Presented By:
The State of Indiana
Division of Supplier Diversity



For more information visit www.in.gov/idoa/mwbe/2749 or call (317) 232-3061

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Sudoku

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

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

The Branding of Diversity

By: Nadine O. Vogel

President of Springboard Consulting LLC

www.diversitybusiness.com

“Branding” is a bit of a buzz word right now and rightfully so. Organizations realize that the way they present themselves to the community, the way they communicate their mission and values is important in both connecting with consumer markets and attracting and retaining top-level talent. If perception is reality, then branding is, too. “Accessibility”, “disability”, and “special needs” are not buzz words.

In fact, many organizations shy away from the special-needs market, not realizing its potential – and that potential is huge. Fifty-four million American adults identify themselves as having a disability, and another twenty-three million are parents of at least one child between the ages of five and sixteen with special needs. According to the U.S. Department of Labor, the adult disabled population has discretionary spending of approximately \$200 billion a year – two times the spending power of teens and seventeen times the spending power of tweens.

Overlooked Potential - While people with disabilities are inarguably a minority, they are also the largest minority in the world, as well as the most diverse. Disability doesn't discriminate: people of all races, cultures, and socio-economic groups can become disabled, or give birth to a child with special needs. By reaching out to this community, companies are embracing diversity without even being aware of it.

Companies may also be unaware of their own biases. Many people are uncomfortable with the idea of disability, and this discomfort may translate into business practices that ignore the special needs market. Companies may also overlook this market for fear that they will “do it wrong”-- that somehow they'll fail to reach the market or even offend the community. This last reason may sound familiar to diversity professionals.

Traditionally, marketing departments do not regularly meet with their diversity counterparts, but to market effectively to diverse communities, these two internal organizations need to come together. Many companies still view diversity as a service, looking inward to the company's health rather than looking outward to a diverse population of consumers — minority markets that they can't afford to miss.

If marketing and diversity departments worked together to produce a co-branded effort, and if that effort resulted in branding that was applied 24 hours a day, seven days a week, it would speak volumes to the public.

A Beautiful Example - How can companies break down the invisible walls that inadvertently exclude this market? “The first step is to have a complete understanding of this market,” says Gianna Locasto, Director of Store Marketing for Sephora Cosmetics. “This will then allow a company to best meet the community's needs.” Sephora's understanding of the community and its needs allows them to connect

with consumers by capitalizing on the company's strengths. Sephora is a cosmetic industry pioneer, who created an open-sell environment, where more than 200 beauty brands are sold under one roof. This open-sell model, which provides easy access to the products and without high or intimidating cosmetic counters, creates an ideal shopping experience for people with physical disabilities.

“Like Everyone Else” - Too often in the past, people with disabilities have been thought of as “other”, sometimes patronized, and even pitied. There's no place for any of those outdated ideas in today's market. Marketers must take special care in communicating appropriately to the special-needs community, as with any consumer segment.

Another important distinction when using language; adults who are disabled prefer to use the term “disability” when referring to themselves, whereas parents of children typically prefer the term “special needs”. And like person-first language, this difference points to a larger idea; these are actually two different (though often connected) communities and markets.

Communication and Connection - How did Sephora let the community know about their universally accessible environments and their understanding and trained staff? They tested their new in-store concept by hosting “Special Needs” events in a number of stores in markets that included New Jersey, Chicago, and Atlanta. From developing this exciting initiative and reaching out to their nationwide contacts within the special needs community to providing accessibility guidance and delivering Disability Etiquette and Awareness training, Springboard ensured Sephora's success.

Internal diversity departments can also help to connect a company (and its marketing department) with the disability community. Many communities have independent living centers, community-related disability organizations, and even listservs dedicated to specific populations like the local deaf community. Websites are another marketing and communication avenue, as long as they are accessible.

Inclusion may be just as important as accessibility. That's where branding comes back into the picture. Consider Sephora: with their targeted outreach, they're introducing consumers to their unusually accessible stores, showing them that Sephora understands their needs and wants to support their community. They are branding Sephora as an accessible, inviting and supportive place that actively includes women with disabilities and mothers of children with special needs. These women, in turn, pass on the word that Sephora is doing something right.

#MadeInUSA: Walmart's 2016 Supplier Summit

Walmart hosted 450 business owners at its company headquarters as part of its "Made in the USA" initiative as it looks to stock shelves with products made in the US.

The company told attendees that it was telling the "Made in America" story at a company level through targeted marketing, and urged them to tell the story at the product level through their packaging and product labeling.

The company is clearly capitalizing on what could be called "China fatigue" and a desire to support American businesses and jobs. In fact, Walmart says "Made in the USA" is a strong driver of purchase decisions that is second only to price.

Walmart is committed to sourcing an additional \$250 billion in products made, assembled or grown in the US by 2023.

Last week's event was Walmart's fourth annual U.S. Manufacturing Summit and the third annual open call where it hosted US businesses. Throughout the day, Walmart held product meetings with merchants. Also on the agenda were sessions on consumer perceptions, how to engage with Walmart, and current US manufacturing trends.

One session merchants could attend offered advice on how to locate or expand factories in the US and work with state and federal government agencies to learn about resources and incentives.

Another session explained the Walmart supplier onboard process - "learn how to navigate the various requirements and processes to get started with Walmart as a new supplier. Hear from Walmart resource teams including Supplier Administration, Supplier Diversity and others to understand how your business can benefit by leveraging these resources."

The hundreds of attendees represented companies large and small that pitched everything from food to toys to apparel, and Walmart said it was putting every shelf-stable item pitched at Open Call on Walmart.com.

Walmart estimates one million new US jobs will be created through its initiative - 250,000 direct manufacturing jobs and 750,000 in the support and service sectors.

"We are thrilled to put hundreds of new Made in the USA products on Walmart.com," said Michelle Gloeckler, executive vice president, Consumables, Health & Wellness, U.S. Manufacturing Lead. "Walmart's \$250 billion commitment to buy products supporting American jobs is having a tangible impact on communities across the country as factories expand or open to make products for Walmart stores, Walmart.com and Sam's Club."

"Landing a deal with Walmart was huge for our small company," said Courtney Squibb with Schultz Laboratories MFR., Inc. in Granger, Iowa. "Since last year's Open Call, our white diamond metal polish is now in more than 2,500 Walmart stores and Walmart.com."

The 2016 U.S. Manufacturing Summit and Open Call, with companies attending from more than 40 states and nearly 800 meetings taking place, are part of Walmart's commitment to investing in American jobs, having pledged in 2013 to purchase an additional \$250 billion in U.S. made products by 2023.

For more information on Walmart's commitment to U.S. manufacturing, visit www.walmart-jump.com and www.walmart.com/americanjobs.



Welcome Our New Deputy Director



Maia Siprashvili-Lee
 Division of Supplier Diversity
 Deputy Director of Development & Compliance

Connect with
 Maia on LinkedIn

The Division of Supplier Diversity would like to welcome its newest team member, Maia Siprashvili-Lee. Maia has joined our division as the Deputy Director of Development & Compliance.

Maia adds unique value to the team by bringing contract compliance, minority/women/veteran and disability-owned business utilization tracking and business development experience from the City of Indianapolis, as well as working for the country of Georgia's (Europe) federal government in different capacities, such as, education and defense, for more than 10 years.

"I have found a great delight in serving the public for over 15 years now and I know this is where my passion lies. My goal is to ensure that our vendors are aware of various contracting opportunities, help them understand the necessary requirements and guide them throughout the process."

Tools for Success (cont.)

5. Equipment leasing

If you're looking to acquire equipment, leasing companies may be an option. Because the transaction is not a loan, an interest rate is often not disclosed. When calculated, annualized cost can be 6–36%, or higher.

6. Online short-term lenders

These lenders offer a fast process, but at a relatively high cost. Annualized cost can average over 50% and be as high as 130%, but the cost is not always disclosed this way. If you want to be able to compare the cost with other sources, be sure to ask for the annualized interest rate — not simply the "factor rate" or dollar cost of the loan.

7. Merchant cash advance or factoring

Small businesses needing short-term capital can consider a merchant cash advance. In return for upfront cash, you agree to repay a percentage of future sales, typically taken directly from your credit card swipes. Cash advances are notoriously costly, often with an annualized cost of 40–120% or higher.

8. Equity financing

This involves selling shares in your business in return for capital. You don't need to make regular loan payments, but think carefully before selling a portion of your business.

9. Crowdfunding

On websites, small business owners can raise donations from friends, family, customers and other supporters. The main advantage is these are donations, not loans, but most campaigns fail to reach their fundraising goal.

10. Friends and family

Asking friends and family for cash to fund your business venture may provide quick financial solutions but be careful; things may not always go as planned.

Thank you for reading this month! Hope to see you at the September Central Indiana Business Conference and may you prosper and be fulfilled in all you do!

Source:

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Minority and Women's Business
 Enterprises Division

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



www.in.gov/idoa/mwbe

Sudoku Solution:

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