



July 2013

The Link to Supplier Diversity

Indiana's Minority & Women's Business Enterprises Division

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Pay Audit System Training
for Prime & MWBE Subcontractors
August 14
1p.m. - 3p.m.
Indiana Government Center South

Certification Clinic
for minority & women-owned businesses
August 21
1p.m. - 3p.m.
Indiana Government Center South

Elevator Pitch - Taking Your Business to the Next Level

By: Charlie Miller, IDOA Business Development Intern

Do you need to reel in new business opportunities? Have you considered attracting capital financing? Do you need to grow your bottom line? Well, if these are all or some of your business needs, then you are the perfect candidate for an "elevator pitch."

Though not always delivered in an elevator, an elevator pitch is a brief but descriptive summary of what your business does, how it can satisfy a potential client's needs, and how it differentiates itself from competing businesses.

The following are three important tips to remember when developing and fine-tuning your elevator pitch:

Tip #1: Try to keep your pitch under 1 minute!

Keep it short - it's called an elevator pitch because it shouldn't last longer than the typical elevator ride.

You know a lot about your business and could probably spend an entire presentation talking about its various aspects. However, you want potential clients and investors to walk away remembering what's important and unique about your business. A long or rambling speech can easily become boring

Continued on pg. 2...



Business owner chats with Citizens Energy Group representative about business opportunities at the IBE Business Conference on July 16.

How to Connect

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www.in.gov/idoa/mwbe

Stay Connected with Bidder Registration Enhancements

The Indiana Department of Administration (IDOA) has made enhancements to the State Bidder Registration pages. These updates give business owners an opportunity to receive notifications from the State's Pay Audit System regarding contractual payments.

If you currently have a bidder profile with the State of Indiana, you need to log

in and update your registration to include the new information required.

You can update your registration by completing the new contact information page.

In a new section of your bidder profile there is an explanation regarding how this information will be used.

If you forgot your login and/or password, click on the "Report an Issue" link on the sign-in page.

Full instructions are on the IDOA Procurement website:
www.in.gov/idoa/2464

Click on the "Instructions for Electronic Bidder Registration" link at the bottom of the page.



Elevator Pitch continued...

and could cost you opportunities.

Tip #2: Research your audience, find what challenges they face, and then find a solution to their challenge.

Your pitch will be more appealing if you can tell your potential clients how you can satisfy their particular needs.

If, for example, you own a staffing company and you meet a representative from a trucking company, you should emphasize your company's ability to quickly fill open positions with highly-qualified candidates as many trucking

companies face a problem with high driver turnover.

Tip #3: Use facts and numbers your audience cares about.

The more specific and concrete you are about your company's capabilities, the more likely it is that your potential client will remember what you said about your company and contact you to discuss a business opportunity.

Going back to the previous example where you own a staffing company and are talking to a trucking company representative - you said you could quickly fill positions with

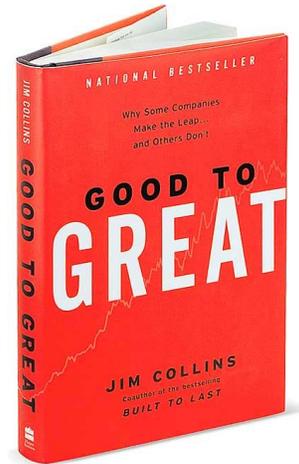
highly-qualified candidates. How quickly? How highly-qualified will your candidates be?

You should mention the time it takes for your company to fill a position and the specific licenses, training, and experience you require candidates to have.

Use these tips to build your pitch and grow your business. It's important to know the value of your business, so you can share your value in short, simple conversations that could lead to a new client relationship.

Business Reads

Good to Great
Jim Collins



The result of over five years of research, analyzing the histories of 28 companies, and discovering why some companies make the leap from merely "good" to "great" and others don't.

6 Elevator Pitches for the 21st Century

For additional resources related to elevator pitches, check out THNKR's YouTube channel for *6 Elevator Pitches for the 21st Century*.

Daniel H. Pink reviews six strategies that can be used in your business elevator pitch. <http://www.youtube.com/watch?v=XvxtC60V6kc>

YouTube Video
6 Elevator Pitches for the 21st Century
By: THNKR



Indiana MWBE Business Development Week

October 21-23, 2013
Indiana Government Center South

Subcontractor & Other Bidding Opportunities

Project Name	Due Date	Contact Information
White River North Chemical Feed Piping Ductbank	Friday, July 26	Thieneman Construction Phone: (317) 867-3462
CSO Long-term Control Plan Phase I Projects 1 & 3	Thursday, August 1	Thieneman Construction Phone: (317) 867-3462
Energy Savings and Controls Upgrades Project	Thursday, August 8	The Indianapolis Public Library Phone: (317) 275-4830 mcoghlan@indypl.org

More bidding opportunities can be found at <http://www.in.gov/idoa/mwbe/2757.htm>



Indiana Department of Administration
Minority & Women's Business Enterprises
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Indianapolis, IN 46204
(317) 232-3061
mwbe@idoa.IN.gov

Congratulations to the Certified MWBEs

Company Name	Services	City	Cert. Type
Aaron Yorks Quality Air	Air circulation and parts and accessories, Cooling, HVAC heating system construction service, Heating and cooling and air conditioning HVAC construction services, Heating and cooling system motor AC...and more	Indianapolis	WBE
Advance Construction Services, LLC	Aggregate spreaders, Building construction management, Commercial or industrial construction, Interior finishing, Masonry and stonework and tile setting	Merrillville	MBE
Albert G. Maas Company, Inc.	Brushes, Cleaning and janitorial supplies, Defense and Law Enforcement and Security and Safety Equipment and Supplies, Janitorial equipment, Outdoor furniture, Personal care products...and more	Indianapolis	WBE
Aquatic Control, Inc.	Aquaculture equipment, Environmental management, Fisheries and aquaculture	Seymour	WBE
ASAP Identification Security, Inc	Badges or badge holders, Engraving, Identification cards or bands or similar products, Identification tags, Metallic nameplates, Non metallic nameplates, Printer maintenance, Security or access control systems, Security tags	Indianapolis	WBE
Biehle Systems, Inc.	Conveyors and accessories, Industrial Manufacturing and Processing Machinery and Accessories, Manufacturing equipment maintenance and repair services, System installation	Seymour	WBE
Budd Mechanical Systems or Lake Specialt	Plumbing and heating and air conditioning	Hammond	WBE
CE Hughes Milling, Inc.	Milling services	Jeffersonville	WBE
CJ's Dump Truck Service	Construction site haul away service, Local area trucking services	Indianapolis	WBE
Cleaning With Pride By Janice	Cleaning and janitorial services	Indianapolis	M/WBE
ColorTech Printing & Mailing, LLC	Mailing services, Photocopying, Printing	Evansville	WBE
Concrete Creations, LLC	Concrete Installation and Repair Services, Glazing of concrete surfaces service	Plymouth	MBE
CSU, Inc.	Boring services, Directional drilling equipment, Ramming equipment, Tunneling machinery	Plainfield	WBE
Danette Garza, J.D., M.B.A., C.P.A.	Accounting and auditing	Highland	M/WBE
Dotlich Trucking & Excavating, Inc.	Local area trucking services	Brownsburg	WBE
Dudeck Roofing & Sheet Metal, Inc.	Roofing and siding and sheet metal work	South Bend	WBE

For the full list of certified MWBE firms please visit: <http://www.in.gov/idoa/2743.htm>

Congratulations to the Certified MWBEs

Company Name	Services	City	Cert. Type
Envirotech Construction Corp	Cold storage installations, Industrial freezers	Indianapolis	WBE
Global 3rd Group, LLC	Direct sales services, Wholesale distribution services	Indianapolis	MBE
Hays & Associates, LLC	Legal services, Lobbying services	Indianapolis	WBE
Home Energy Rating Services, Inc.	Activity specific environmental auditing services, Energy conservation, Energy or utility consulting service	Greensburg	WBE
KBI, Inc.	Bread and bakery products, Fresh bread, Frozen bread	Morristown	WBE
Lasting Images Of Indy	Promotional merchandise	Indianapolis	MBE
MetalArt, Inc.	Roofing and siding and sheet metal work	Middletown	WBE
Midwest Printing	General use medical labels, Instruction sheets or booklets, Labels, Laboratory tapes and labels, Packaging labels, Printed inserts or instructions, Printed media, Printing, Sterilization labels, Tags	Terre Haute	WBE
NAPA Rochester	Air filters, Diesel engines, Gas engines, Hand tools, Lubricants and oils and greases and anti corrosives, Oil filters, Transportation components and systems	Rochester	WBE
NAPA Winamac	Air filters, Diesel engines, Gas engines, Hand tools, Lubricants and oils and greases and anti corrosives, Oil filters, Transportation components and systems	Winamac	WBE
Nelson Oil Company, Inc.	Absorbents, Bulk material carriers, Exhaust and emission controls, Fuelling of vehicles, Fuels, Petroleum products transport, Supply of fuel oil, Synthetic oils	Indianapolis	WBE
NetLogX, LLC	Computer services, Information technology consultation services, Project management, Temporary information technology networking specialists, Temporary information technology software developers...and more	Indianapolis	WBE
Noslen Company LLC	Building construction management, Building support services, Carpentry, Caulking, Concrete work, Erosion control services, Mulching services, Plastering or drywall, Seeding services	Indianapolis	MBE
OAS, Inc.	Aerial photography services, Mapping	Seymour	WBE
PI Louisville	Bookbinding, Direct marketing fulfillment, Graphic design, Industrial printing services, Printing, Promotional merchandise, Sales or marketing programs, World wide web WWW site design services	Jeffersonville	WBE
Rapid Freight Solutions LLC	Regional or national trucking services, Transportation industry tariff comparison or freight audit services	Noblesville	WBE
Sensory Technologies, LLC	Audio visual services, Audio visual technology, Video and combination video and audio presentation equipment and hardware and controllers, Video conference cameras, Video conferencing software, Video phone, Video projectors, Video streaming system	Indianapolis	WBE

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Congratulations to the Certified MWBEs

Company Name	Services	City	Cert. Type
SmartIT Staffing	Permanent information technology networking specialists, Permanent information technology software developers, Permanent information technology staffing needs, Staff recruiting services...and more	Indianapolis	M/WBE
Strategies For Tomorrow, Inc.	Business and corporate management consultation services, Career education or planning or decision making skills instructional materials, Project management	Carmel	WBE
SunWind Power Systems, Inc.	Activity specific environmental auditing services, Energy work, Solar generators, Solar heating units, Wind power plants	Floyds Knobs	M/WBE
Tandem/Neal Associates	Personnel recruitment, Staff recruiting services, Temporary personnel services	Indianapolis	WBE
The Etica Group	Architectural engineering, Graphic display services, Professional engineering services	Indianapolis	WBE
Threehawks Cleaning Services, LLC	Cleaning and janitorial services, New building post construction cleanup service, Property management services	Nashville	WBE
Trotter Construction Company, Inc.	Commercial or industrial construction, Concrete work, Infrastructure construction	Indianapolis	MBE
Woods Printing Company, Inc.	Printing	Holland	WBE

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