

# 2024 ANNUAL REPORT



Division of  
Supplier Diversity

Indiana Department of Administration



**“ENERGIZING AND EMPOWERING YOU  IN BUSINESS”**

# 2024 YEAR IN REVIEW

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## **DSD BC Series: Energizing Your Business with Bonding - February 29th**

To start our 2024 Business Conference Series, we partnered with the U.S. Small Business Administration. This webinar provided insights on how to acquire bonding, improve chances of becoming bondable, and dispel common conceptions about the fundamentals of contract bonding. This webinar was led by SBA Deputy District Director, Martin Anderson. He led the webinar and gave helpful insights on how to stay energized with bonding.

## **DSD 101 - Introduction to DSD's Three Functions Workshop - March 20th**

The leadership team guided the attendees present on IDOA DSD's programming and services. Our facilitators gave a breakdown of our three (3) functions: Certification, Contract Compliance, and Business Development & Outreach. During the webinar, we shared the benefits of MBE/WBE/IVOSB certification, gave an overview of the contracting process, and informed attendees on upcoming events.



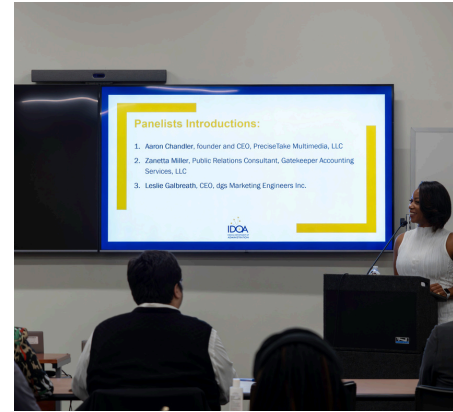
## **Preparation Meeting Opportunity: Doing Business with Community Health Network - April 29th**

The Community Health panel consisting of Al Larsen, Donald Reed, Jeff Caesar, and Derrick Williams provided information on marketing, current projects, opportunities for diverse businesses, and maintenance routine services. During the Q&A session, attendees asked the panel about how their MBE/WBE/IVOSB can grow and do business with them. Afterwards, the panel was available to network and connect with the attendees present one-on-one. We look forward to partnering again with Community Health Network next year.



### Pitch Perfect Workshop - May 23rd

The event began with the IDOA Division of Supplier Diversity team opening the workshop and introducing the expert panel comprised of: Aaron Chandler, founder and CEO of PreciseTake Multimedia LLC, Zanetta Miller, Public Relations Consultant for Gatekeeper Accounting Services LLC, and Leslie Galbreath, CEO of dgs Marketing Engineers Inc. Each panelist shared their knowledge, insight, and real-life experiences to help vendors refine their elevator pitches and make a long-lasting impression. After the presentations, panelists worked with vendors to craft their elevator pitch for the “Hot Mic Pitch Presentation”. There were sixteen (16) vendors present who stood up to pitch and received real-time feedback from the panelists.



### Preparation Meeting Opportunity: Doing Business Across The State - June 25th

This dynamic event brought together industry experts from various organizations across the state of Indiana to share expert guidance and exclusive upcoming opportunities. We had engaging presentations from our distinguished panel consisting of: Meechelle Riley, Supplier Diversity Program Manager at Citizen's Energy Group, Brandon Gatson, Senior Supplier Diversity Analyst at NiSource Inc., Chari E. Burke, Chief Administrative Officer at the Indiana Department of Natural Resources (DNR), and Tierra S. Radford, Supplier Diversity Specialist from IndyGo. Each expert panelist shared about how to do business with their respective agencies as well as projects coming down the pipeline and how to find them.

### OMWBD & IDOA Division of Supplier Diversity Professional Services Workshop - July 11th

This in-person workshop provided insights into upcoming coming down the pipeline for agencies across the City and the State of Indiana. This collaborative event aimed to foster growth and development within Indiana's professional services sector. State agencies represented were: Indiana Department of Administration - Procurement Division, Indiana Department of Transportation, Indiana Office of Technology, Indiana Department of Correction, and Indiana Department of Natural Resources. City agencies represented were: Department of Metropolitan Development, Office of Public Health and Safety, Business Neighborhood Services, Indianapolis Parks and Recreation, and Indianapolis Public Library.



### Preparation Meeting Opportunity: Doing Business with the Indiana Energy Association Member Companies- August 8th

During this workshop, vendors unlocked energy-centered opportunities through an innovative virtual workshop designed to empower them with opportunities as an MBE/WBE/IVOSB. Vendors explored emerging opportunities and learned how to do business with the following Indiana Energy Association member companies: Bernice L. Walker, Supplier Diversity Manager from Duke Energy, Camille Alfaro, Supplier Diversity Lead Analyst from Center Point Energy, and Janet Descho, Supply Chain Management Category Direct Buyer from AES Indiana.

### Bi-Monthly Certification/Pay-Audit Webinars

DSD's certification and pay audit webinars provided a comprehensive guide to our division's processes for MBE, WBE, and IVOSB's. At these virtual events, attendees learned about the requirements for certification from our Director of Certification, Peter Sobun, and how to fill out the certification application. Furthermore, they were taught the steps to navigate the pay audit system by Director of Contract Compliance, Eli Sturgeon. Both staff members were on hand to answer questions and provide any additional guidance.



# IN THE FIELD

This year, IDOA DSD participated in eighty-three (83) outreach-based events across the State of Indiana, twenty-three (23) of which were presented by the Division. Our involvement and support in each partner event has been as a presenter, panelist, exhibitor, or attendee. In total, DSD has connected with four-thousand two-hundred sixty-seven (4,267) attendees at all events which compared to the prior year's attendance of three thousand seven-hundred ninety-two (3,792) is a result of a thirteen (13) percent increase.

- Quarterly Governor's Commission on Supplier Diversity Meetings
- Weekly Ball State University Diversity Vendor Calls
- Indiana Educational Institutions Zoom Meetings
- 33rd Annual Dr. Martin Luther King Jr. Holiday Celebration
- US Minority Contractors Association Presentation
- NAWBO Visionary Awards Luncheon
- ICRC Holocaust Remembrance Program
- NAWBO Day at the Statehouse
- Indiana Construction Roundtable Diversity Event
- International Women's Day Event
- NBA All Star B2B Diversity Event
- Energizing Your Business with Bonding Webinar
- Build Westville Diversity Outreach Event x 3
- Pepper Construction Annual Diversity Outreach Event
- WCF - BEO6A - Diversity Outreach Meeting
- Mid-States Minority Supplier Development Council Conference
- John Bonner Roadmap to Business Fair
- Messer Construction Open House
- PMO: Doing Business with Community Health Network
- John Bonner Center Certification Workshop
- Queen City Women in Business Event
- IEDC Indiana Founders and Small Business Day
- Ivy Tech Certification Workshop
- OMWBD Disparity Study Hybrid Meeting
- Queen City Lunch and Learn Virtual Talk Series
- IBE Mayor's Breakfast
- PMO: Doing Business Across The State
- IBE Governor's Reception
- IBE Corporate Luncheon
- IBE Exhibition Hall (3 days)
- OMWBD Professional Services XBE event
- 2nd Indiana Construction Roundtable Diversity Event
- Ameristar East Chicago Hotel Event
- WBENC Succeed - AI and the Competitive Advantage Event
- PMO: Doing Business with the Indiana Energy Association
- QC Women in Business Indiana Supplier Readiness Round Table
- OMWBD / IAA 2024 Diversity Outreach Event & Reverse Trade Show





# IN THE FIELD CONTINUED

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- **INDOT Rest Stop Event**
- **Citizens XBE Spotlight Expo**
- **2024 Procurement Conference**
- **DMHA Black, Indigenous, People of Color (BIPOC) Initiative & Outreach Event**
- **Spark Program Session**
- **Diversity Contracting Event**
- **IEDC/NAWBO - Women in Business Breakfast Series**
- **QCWIB IN Supplier Readiness Round Table**
- **Meyer Najem Diversity Event**
- **IndyPL Vendor Day**
- **IBE BBTI Class Session**
- **Ball State Diversity Vendor Fair**
- **Purdue Relationship to Partnership B2B Event**
- **OMWBD Year-End Forum**
- **BEI Procurement / Indiana Energy Association Reverse Tradeshow**
- **Eli Lilly (LP1 Lebanon Project) Lunch & Learn Certification**
- **Terre Haute Visit Indy Event**
- **South Bend Virtual Workshop**
- **OMWBD Business Certification Workshop**



# BUSINESS CONFERENCE & B2BOLD EXPO

The 16th Annual Business Conference and B2Bold Expo took place on October 11, 2024, from 8:00 a.m. to 2:00 p.m. at the Indiana Government Center South. This in-person event connected 100 participating vendors with prime contractors, state and local procurement agents, and buyers from private entities. Chairman Gregory Wilson, Deputy Commissioner Kesha Rich, and Commissioner Rebecca Holwerda delivered opening remarks to kick off the event.

We were honored to present the Ralph W. Adams Jr. Supplier Diversity Trailblazer Award to Marcus Richardson, Owner of Finally Pest Control, a minority business enterprise, for his dedication to supplier diversity in the state. Additionally, Rupal Thanawala, owner of Trident Systems LLC, a minority and woman business enterprise, received the Cassandra Wilson Ignite Award for her commitment to educating and sharing her experiences as a certified MBE/WBE.

With the theme "Energizing and Empowering You IN Business," the event featured two workshops. The Fireside Chat: Energizing and Scaling Your Business included esteemed panelists Emily Brammer and Jonathan Warren, while Brand Perfect: Empowering Your Business Image featured Terry Dove-Pittman and Terri Wada as the esteemed panelists. The professional headshot session provided for attendees proved to be a valuable and appreciated addition to the event, garnering positive feedback and fostering a sense of satisfaction among participants.

Pepper Construction was the Ignite sponsor for the event, with 14 notable Spark sponsors providing additional support. Overall, the B2Bold Expo attracted 600 attendees, fostering connections among existing and potential certified businesses, community partners, corporate leaders, and supplier diversity advocates. We extend our gratitude to all sponsors and exhibitors for their valuable support in making this event a remarkable success.





# VENDOR SPOTLIGHT PROGRAM

This year, the IDOA DSD recognized 15 exceptional certified MBE, WBE, and IVOSB vendors on our social media platforms, including Facebook, Instagram, and LinkedIn. These businesses have showcased remarkable achievements and contributions to Indiana's economy and communities. We congratulate all the deserving business owners on their success!

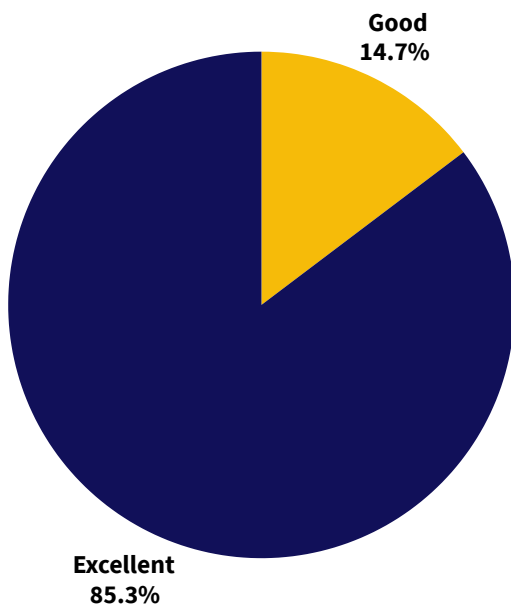
The Vendor Spotlight Program has grown and evolved in its mission to celebrate the successes of certified minority, women, and veteran-owned businesses in Indiana. This year, we introduced a new initiative to conduct onsite or virtual interviews with the featured business owners, providing a more in-depth look at their journeys and accomplishments. Using the interview footage, we created engaging reel videos to further promote and market these outstanding businesses. We are proud of the growth and impact of the Vendor Spotlight Program and look forward to featuring more inspiring success stories in the future. We remain committed to shining a spotlight on the diverse and vibrant businesses in Indiana.

- Market Square Popcorn Company, Minority/Indiana Veteran-Owned Small Business
- Punkin's Pies Sweet Treats, Minority-Owned Business Enterprise
- Monarch Strategies LLC, Women-Owned Business Enterprise
- Write Connections Strategy + Design, Minority/Women-Owned Business Enterprise
- Whit and Wil Marketing LLP, Minority-Owned Business Enterprise
- Axon Advisors, Minority/Indiana Veteran-Owned Small Business
- Boss Lady Dance Company LLC, Minority/Women-Owned Business Enterprise
- Milk and Honey Beautique LLC, Minority/Women-Owned Business Enterprise
- Bri's Dance Place, Minority/Women-Owned Business Enterprise
- The Heart of Beauty LLC, Minority/Women-Owned Business Enterprise
- Spectacular Scents Candle Company LLC, Minority/Women-Owned Business Enterprise
- Gifted Hands Academy LLC, Minority/Women-Owned Business Enterprise
- Designs of Expressions by Renee, Minority/Women-Owned Business Enterprise
- Marsha's Specialty Desserts & Tierney's Catering, Minority/Women-Owned Business Enterprise
- Impact Specialties & Promotions LLC, Minority/Women-Owned Business Enterprise

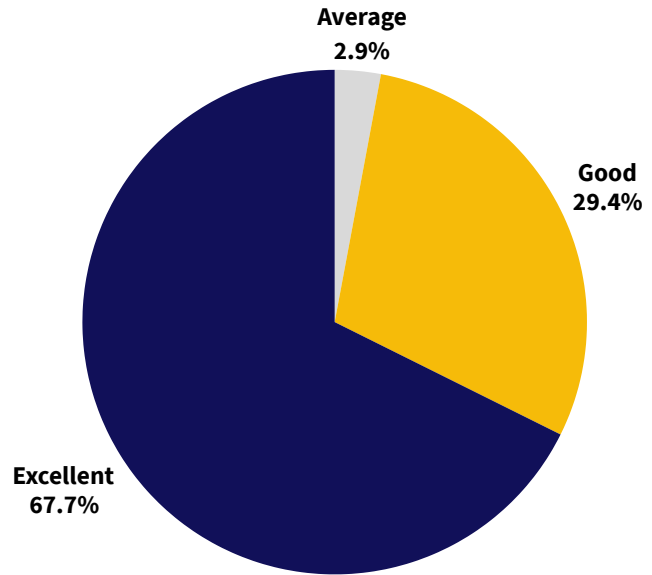


# ENGAGEMENT INSIGHTS

These pie charts present feedback received from our successful 16th Annual Business conference and B2Bold Expo, demonstrating the positive impact of our initiatives on the business community.

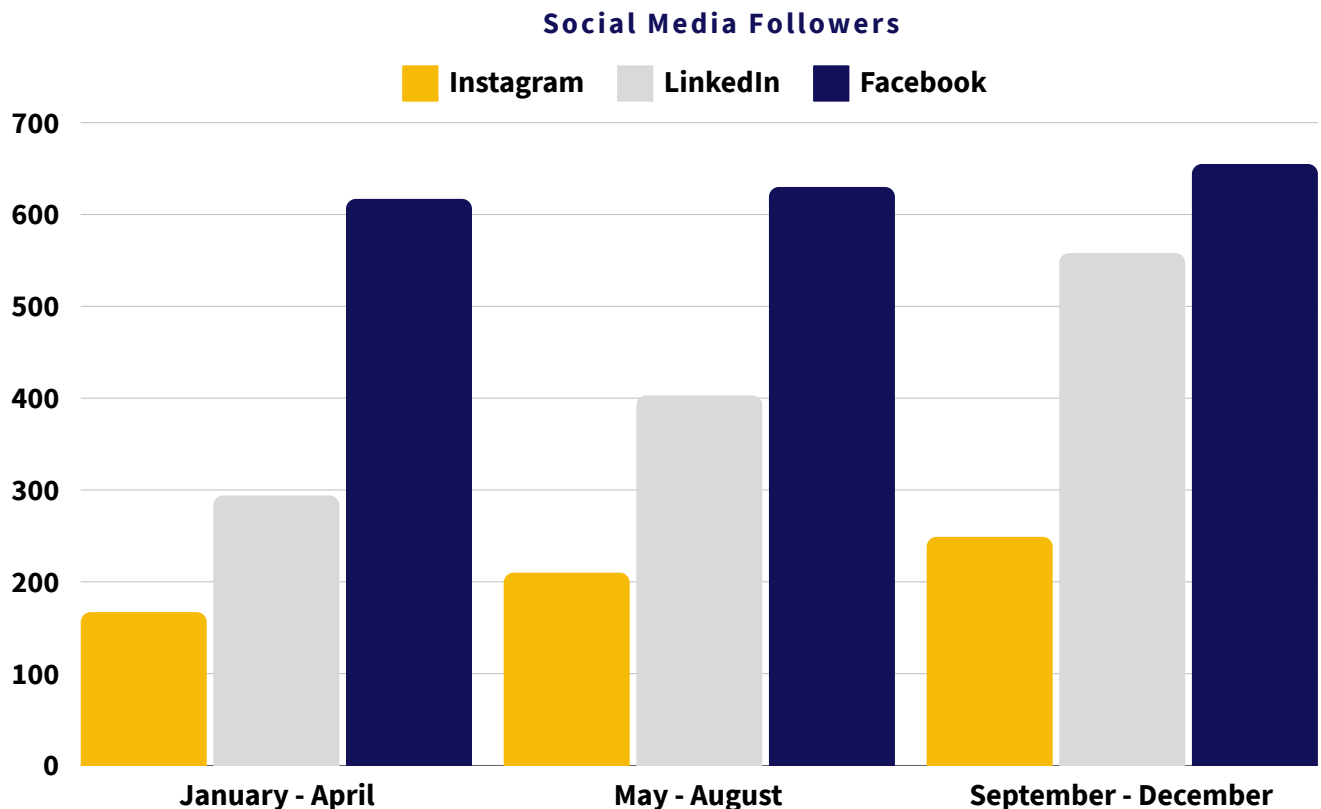


How would you rate the overall organization and flow of the business conference?



How was your networking experience during the b2b expo?

The graph illustrates significant growth in our social media followers from January to December 2024. We observed a 90% increase in LinkedIn followers, a 49% increase in Instagram followers, and a 6% increase in Facebook followers. These substantial gains demonstrate that our revitalized content and marketing materials resonated with our audience, resulting in increased social media engagement and a wider overall outreach.





# CERTIFICATION BADGES



As a certified vendor, you have the opportunity to obtain physical or digital certification badges for your Minority-Owned Business Enterprise (MBE), Women-Owned Business Enterprise (WBE), or Indiana Veteran-Owned Small Business (IVOSB). To receive your badges, follow these simple steps:

1. Send an email to [mwbe@idoa.in.gov](mailto:mwbe@idoa.in.gov) with the subject line "Certification Badge."
2. In the email, please provide your full name, the name of your business, and confirm the mailing address we have on file for your company.
3. Once we receive your email, we will verify your certification status and prepare the appropriate badge(s) for you.
4. Upon verification, we will send you the digital badge(s) via email or mail the physical badge(s) to the confirmed address.

Please allow up to 3 weeks for processing and delivery of your certification badge(s). If you have any questions or concerns, feel free to reach out to us at [mwbe@idoa.in.gov](mailto:mwbe@idoa.in.gov).

We appreciate your commitment to the certification program and look forward to providing you with these well-deserved recognition badges!

This was made possible through our faithful sponsor, the Indiana Destination Development Corporation (IDDC).

# THANK YOU TO OUR 2024 SPONSORS

As we reflect on the success of the 16th Annual Business Conference and B2Bold Expo: Energizing and Empowering You IN Business, we want to take a moment to express our heartfelt gratitude to our generous sponsors. Your unwavering support and partnership with the Division of Supplier Diversity's programs have made a significant impact on countless Indiana business owners, and we are grateful for your commitment to empowering and energizing our community.

We look forward to continuing our partnership in 2025 as we work together to cultivate connections and support Indiana businesses. If you are interested in partnering, please email us at [mwbe@idoa.in.gov](mailto:mwbe@idoa.in.gov). Thank you once again for your invaluable support, and we look forward to future collaborations that will help Indiana's businesses thrive.





## Pepper is transforming tomorrow in the construction industry with **new ideas and bold action**

Pepper Construction is proud to support the IDOA, Division of Supplier Diversity and their 16th Annual Business Conference & B2Bold Expo designed to connect, enhance, and grow local businesses.

Through the relationships we have built with our diverse partners, we have gained knowledge and insights that makes us a stronger ally.

- We look forward to connecting with our XBE partners on upcoming projects.
- IPS - Rebuilding Stronger - CFI 2, Daniel Webster 46, Emma Donnan 72 and Julian Coleman 110
  - IU Health - Fort Wayne Hospital
  - Ivy Tech Community College - Indianapolis Reimagined for the Future
  - Community Health Network - Westfield Hospital
  - Purdue University - Daniels School of Business



**We want to connect with you!** Stay updated on upcoming project opportunities, outreach events, and learn more about working with Pepper by scanning the code above.





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**WE ARE MORE THAN JUST A RADIO STATION!**

- MBE Certified by National Minority Supplier Development Council
- 9 local live radio & TV stations (English & Spanish)
  - Market leader with Adults 18+ in the Indianapolis Metropolitan Area under one roof.
  - Consumer base mirrors the demographic and economic characteristics of the Indianapolis MSA.
  - #1 in weekly time spent listening and preferred/exclusive listeners, maximizing marketing impact.
- Indiana's only statewide radio network with 58 affiliates
- National digital company with cutting-edge capabilities
- Indy's sports marketing partner (IMS, Colts, Pacers, IU, etc.)
- Grassroots marketing & face-to-face event engagement
- Largest local influencer network, reaching over 1 million users
- Nation's largest Black radio network with 325 affiliates in 95 markets

Source: Nielsen + US Census



WIBC-FM | 93.1 FM NEWS/TALK



WIBC-HD2 | 93.5/107.5 FM SPORTS



WTLC-FM | 106.7 FM URBAN AC



WLHK-FM | 97.1 FM COUNTRY



TELEVISION TO THE WORLD



WTLC-AM | 1310 AM INSPIRATION



WYXB-FM | 105.7 FM AC



WHHH-HD3 | 105.1 FM



WHHH-FM | 100.9 FM HIP HOP



INDIANA'S LARGEST RADIO NETWORK 58 AFFILIATES



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US'S LARGEST BLACK RADIO NETWORK 325 AFFILIATES IN 95 MARKETS

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## Championing Diversity, Driving Innovation.

\$5.5 mil  
diverse  
awarded  
in 2024

IDOA  
certification  
guidance

177 xBE  
suppliers



INDIANA UNIVERSITY  
**SUPPLIER DIVERSITY**



# COMMITTED TO SUPPORTING DIVERSE PARTNERS



**Michael L. Morrison**  
 Director of Procurement  
 Diversity Spend Manager  
 Risk Manager  
 812.888.5736  
 mmorrison@vinu.edu



## SUPPLIER DIVERSITY

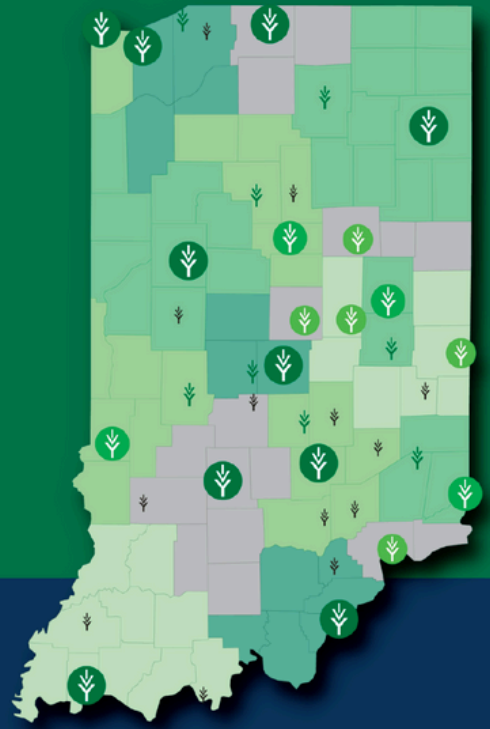
Ivy Tech is committed to supporting the Indiana economy by giving suppliers equitable opportunities to provide goods and services.

- Connect with our team at: [supplierdiversity@ivytech.edu](mailto:supplierdiversity@ivytech.edu)
- Ivy Tech RFP Website: [ivytech.edu/RFP](http://ivytech.edu/RFP)
- Supplier Diversity Website: [ivytech.edu/SupplierDiversity](http://ivytech.edu/SupplierDiversity)
- Diversity, Equity, & Belonging Website: [ivytech.edu/Diversity](http://ivytech.edu/Diversity)

Ivy Tech is Indiana's Community College with 19 campuses and over 40+ sites and locations.

Ivy Tech offers Associate Degrees and Certificates to students in more than 70 programs in over 75 communities across Indiana.

LEARN MORE AT [IVYTECH.EDU](http://IVYTECH.EDU)





# CONCLUSION

In conclusion, 2024 proved to be a remarkable year for the Division of Supplier Diversity (DSD) as we focused on "Energizing and Empowering You IN Business." Throughout the year, we dedicated ourselves to providing opportunities for our certified vendors to invigorate their businesses through educational workshops, equipping them with essential tools to seize opportunities and empowering them to grow and scale their operations.

Our commitment to excellence resulted in resoundingly positive feedback about our workshops from participants. Furthermore, we were successful in securing sponsorships from key partners like Pepper Construction, who became our Ignite Sponsor and contributed to the triumph of our 16th Annual Business Conference and B2Bold Expo.

Overall, we witnessed an increase in engagement across our social media channels and a rise in attendance at our workshops and business conference. This year, we not only energized and empowered businesses but also deepened our connections within the community, setting the stage for continued success and growth in the years to come. Looking ahead, we remain dedicated to creating opportunities and fostering connections that support the success of our diverse business community. Together, we will continue to drive innovation, growth, and prosperity for all.

As we step into 2025, we embrace our theme of "Cultivating Connections: Bloom Together IN Business," symbolizing our commitment to supporting and empowering Indiana businesses as we work collectively towards shared growth and prosperity. Together, we will continue to create opportunities, drive innovation, and build a thriving business landscape for all.

# CONTACT US

We want to hear from you!

If you have any energizing ideas for workshop topics or have any questions regarding your certification, please contact us at:

Phone - (317) 232-3061

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

Address - IDOA Division of Supplier Diversity

402 W. Washington Street, Room W462

Indianapolis, IN 46204



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