

**ATTACHMENT A  
MINORITY & WOMEN'S BUSINESS ENTERPRISES RFP SUBCONTRACTOR  
COMMITMENT FORM**

Indiana Code 4-13-16.5 and 25 IAC 5 governs the Division of Supplier Diversity program as it relates to the certification, oversight, and responsibilities around the certified Indiana Minority and/or Women Business Enterprises (MWBE). As stated in [Section 1.20](#), a commitment expectation for this solicitation. The MWBE Subcontractor Commitment form is **Attachment A**. If opting to propose a commitment, the MWBE Subcontractor Commitment Form is to be submitted as a part of the Respondent's proposal. The entity must be on the State of Indiana Certified M/W/IVOSB list at <https://www.in.gov/idoa/mwbe>. **The State will not follow up with the Respondent if the subcontracting opportunities are not submitted.**

If participation is proposed through the use of Subcontractors, the Respondent must provide the scope of work of the products and/or services to be provided by the Subcontractor(s). This must include explanation of whether the products and/or services are to be utilized directly by the Respondent and/or directly by the State, a description of the process through which the products/services will be received and applied to the benefit of the award, the deliverable requirements as agreed upon between the Contractor and Subcontractor, the certified UNSPSC that applies to the award, and the cost of supplies being utilized by the Respondent for this proposal. Respondents must complete the Subcontractor Commitment Form in its entirety. The amount entered in "**TOTAL BID AMOUNT**" should match the amount entered in the **Attachment D**, Bid Cost Template Cell E 4.

Failure to meet these goals will not affect the evaluation of your Proposal. The Department will verify certification information included on the MWBE Subcontractor Commitment Form.

**Prime Contractors must ensure that the proposed Subcontractors meet the following criteria:**

- Must be on the State of Indiana Certified M/W/IVOSB list at <https://www.in.gov/idoa/mwbe>, **on or before** the proposal due date
- Prime Contractor must include with their proposal the subcontractor's M/WBE Certification Letter provided by IDOA, to show current status of certification.
- Each firm may only serve as one classification – MBE, WBE, or IVOSB (see section 1.22)
- A Prime Contractor who is an MBE or WBE must meet subcontractor goals by using other listed certified firms. Certified Prime Contractors cannot count their own workforce or companies to meet this requirement (see 25 IAC 5-6-2(d))
- **Must serve a Valuable Scope Contribution (VSC). The firm must serve a value-added purpose on the engagement, as confirmed by the State.**
- Must provide goods or services only in the industry area for which it is certified.
- Must be used to provide the goods or services specific to the contract.
- National Diversity Plans are generally not acceptable

**MINORITY & WOMEN'S BUSINESS ENTERPRISES RFP SUBCONTRACTOR LETTER OF COMMITMENT (MWBE)**

A signed letter(s), on company letterhead, from the MBE(s) and/or WBE(s) must accompany the MWBE Subcontractor Commitment Form. Each letter shall state and will serve as acknowledgement from the MBE and/or WBE of its subcontract amount, a description of products and/or services to be provided on this project, and approximate date the subcontractor will perform work on this contract. The MBE and/or WBE subcontractor amount and subcontractor percentage is based on the initial term of the contract for scoring purposes only. The subcontractor commitment shall apply to the life of the contract including any time after the initial term.

The State may deny evaluation points if the letter(s) is/are not attached, not on company letterhead, not signed and/or does not reference and match the subcontract amount, subcontract amount as a percentage of the **“TOTAL BID AMOUNT”** and the anticipated period that the Subcontractor will perform work for this solicitation.

By submission of the Proposal, the Respondent acknowledges and agrees to be bound the rules and requirements of the State’s M/WBE Program. Questions involving the regulations governing the MWBE Subcontractor Commitment Form should be directed to: Division of Supplier Diversity at (317) 232-3061 or the Supplier Diversity website at <https://www.in.gov/idoa/mwbe>.

**STATE OF INDIANA MBE/WBE SUBCONTRACTOR COMMITMENT FORM**

RFP#: 25-80064

**TOTAL BID AMOUNT: \$ 670,828 (\$167,707/yr)**

<b>X WBE Firm</b>		
<b>Company Name:</b> Cabello Associates, Inc.		<b>Contact Person:</b> Ms. Kathy Cabello
<b>Address:</b> 8340 Little Eagle Ct. Indianapolis, IN 46234		<b>E-mail:</b> kg_cabello@cabelloassociates.com
<b>Sub-Contract Amount:</b> \$80,499 (\$20,125/yr)		<b>Telephone Number:</b> (317) 209-9991
<b>Sub-Contract Percentage of Total Bid:</b> 12%		<b>Fax Number:</b> (317) 209-9909
		<b>Describe service/product to be provided and <u>how this is a Valuable Scope Contribution of the Contract.</u></b> <b><u>Include the applicable UNSPSC that applies to this commitment.</u></b>
		Cabello Associates, Inc. is a translation company that will work with PSI to translate current Cosmetology exam into multiple languages as stipulated by this RFP. PSI will utilize Cabello Associates to translate from English to a foreign language, as well as from the foreign language back to English. Cabello Associates will be a valuable partner to ensure that the translation(s) have been performed to PSI standards ensuring all test takers take the 'same' examination regardless of chosen language. UNSPSC: 60105409 - Marketing, Instructional materials, translated training materials into Chinese, Spanish, Simplified Chinese, and Vietnamese.
<b>Provide approximate dates when Sub-Contractor will perform on this project:</b> Cabello Associates will begin work w/ PSI as soon as the award has been determined. PSI expects to begin the implementation upon award and throughout the contract term to ensure the examinations are valid, defensible, and fair to all test takers.		

<b>X MBE Firm</b>		
<b>Company Name:</b> HIELO Services LLC – DBA Latin Media		<b>Contact Person:</b> Ms. Lorraine Guillen Wentz
<b>Address:</b> 3011 Crabapple Lane Hobart, IN 46342		<b>E-mail:</b> Lorraine333bb@gmail.com
<b>Sub-Contract Amount:</b> \$60,375 (\$15,094/yr)		<b>Telephone Number:</b> (219 ) 940-8552
<b>Sub-Contract Percentage of Total Bid:</b> 9%		<b>Fax Number:</b> ( ) None
		<b>Describe service/product to be provided and <u>how this is a Valuable Scope Contribution of the Contract:</u></b>
		HIELO Services (dba Latin Media) is a translation company that will work with PSI to perform quality assurance of Cosmetology examinations that have been translated into multiple languages as stipulated by this RFP. Latin Media will be a valuable partner to ensure that exams translated from English to a foreign

language, as well as from the foreign language back to English, have been performed to PSI standards. Latin Media will also perform any additional translation of the exams that are required to ensure that all test takers take the 'same' examination regardless of chosen language. UNSPSC: 60105409

Provide approximate dates when Sub-Contractor will perform on this project:  
Latin Media will begin work w/ PSI as soon as the award has been determined. PSI expects to begin the implementation upon award and throughout the contract term to ensure the examinations are valid, defensible, and fair to all test takers.

PSI Services LLC  
Respondent Firm  
18000 W. 105<sup>th</sup> Street  
Address  
Olathe, KS 66061  
City/State/Zip Code

Alon Schwartz  
Representative  
10/21/2024  
Date

800-367-1565  
Telephone Number  
913-895-4650  
Fax Number  
hello@psionline.com

Email Address  
  
Authorizing Signature  
Alon Schwartz, Chief Revenue Officer  
Printed Name and Title

Please check if additional forms are attached.  
Page \_\_\_\_\_ of \_\_\_\_\_

**FORM MUST BE COMPLETED IN ITS ENTIRETY WITH COMPLETED LETTERS OF COMMITMENT.**



October 07, 2024

Mr. Ho J. Mun  
PSI Services LLC  
11590 N. Meridian St., Suite 220  
Carmel, IN 46032

**RE: Women's Business Enterprises Subcontractor Letter of Commitment for RFP-25-80064 Cosmetology and Barber Examination Services**

Dear Mr. Mun,

This letter serves as formal acknowledgement that subject to the execution of an agreement between PSI Services LLC (“**PSI**”) and Cabello Associates, Inc. (“**Cabello**”), a certified Minority Business Enterprise (“**MBE**”). Cabello intends to serve as a PSI subcontractor under the future contracts awarded through the **Request for Proposal RFP-25-80064 Cosmetology and Barber Examination Services**.

PSI and Cabello shall negotiate in good faith to reach a mutually agreeable written contract within ninety (90) days of the award of a contract by the State of Indiana to PSI.

Cabello is listed on the Indiana Department of Administration (“**IDOA**”) Directory of Certified Firms as a *M/WBE*. Subcontractor’s IDOA Bidder ID Number is 0000006077.

The subcontract amount, description of products and/or services to be provided on this project and the approximate dates we will perform work on this contract are provided below.

Subcontract Amount*	\$ 20,125.00 (approximately)
Subcontract amount as a percentage of the administrative spend of the Total Bid Amount	12%
Description of products and/or services	Cabello to provide Educational/Training translated materials.
Approximate term of contract	4-year contract term

We look forward to working with PSI Services LLC in support of the State of Indiana’s **Cosmetology and Barber Examination Services**.

Sincerely,

Kathleen G. Cabello  
President



*A division of Hielo Services LLC*

October 8, 2024

PSI Services

**PSI MBE Partnership letter:**

Latin Media is delighted to work with PSI Services as a partner for the Indiana Cosmetology contract. Once awarded the contract, Latin Media commits to providing services, as described below, to the extent of 9% of annual testing revenue during the duration of the contract. The annual revenue is expected to be around \$167,707 – hence an estimated spend of \$15,084 per year. This work will begin at the start of the contract and continue as needed through the contract.

We understand that PSI commits to using HIELO Services in translating PSI Cosmetology examinations into multiple languages and working closely with HIELO Services on a continual basis. We look forward to serving the residents of Indiana.

Sincerely,

A handwritten signature in black ink, appearing to read "Lorraine Guillen Wentz".

Lorraine Guillen Wentz

Business Director/Stakeholder

Hielo Services dba Latin Media (Certified MBE for the State of Indiana)



# STATE OF INDIANA

Eric J. Holcomb, Governor

DEPARTMENT OF ADMINISTRATION  
Division of Supplier Diversity

Indiana Government Center South  
402 West Washington Street, Room W462  
Indianapolis, IN 46204  
(317) 232 - 3061

July 16, 2024

Ms. Kathleen Cabello  
**Cabello Associates, Inc.**  
8340 Little Eagle Court, Suite 200  
Indianapolis, IN 46234

Subject: Application for M/WBE Recertification

Dear Ms. Cabello,

***Congratulations!*** The Indiana Department of Administration, Division of Supplier Diversity is pleased to inform you that **Cabello Associates, Inc.** is hereby recertified as a Minority and Women's Business Enterprise (M/WBE).

Your company provides a commercially useful function in the areas listed below. Only work performed in these areas will be counted towards Minority or Women's Business Enterprise participation:

### UNSPSC CODE(S)

<i>Code</i>	<i>Description</i>
60105409	Brand marketing or advertising instructional materials
80141501	Marketing analysis
80141505	Marketing plans
80141602	Public relation services
80141604	Branding of product naming services
80141612	Sales or marketing programs
80141618	Sales marketing agencies including print
80151505	Multinational marketing enterprises
82100000	Advertising
82101800	Advertising agency services
92101503	Community Outreach Programs

On September 13, 2010, the Governor's Commission on Supplier Diversity approved the department's effort to streamline its recertification process. Instead of conducting an onsite visit to each company seeking recertification, the department now has the discretion to waive the visit after a thorough review of the company's file and recertification documents. We have approved your recertifications and they are valid through **July 31, 2027**. Please note that IDOA continues to reserve the right to conduct a site visit or phone interview at any time with certified companies.

Referencing: Cabello Associates, Inc.

Although your certification is valid for three years, you are required to submit an annual *Affidavit of Continued Eligibility (ACE)* form year. Instructions on how to receive and complete this form can be located at <https://www.in.gov/idoa/mwbe/minority-and-womens-business-enterprises/certify-your-business/>. Please remember that you must notify us immediately if any changes occur. Failure to notify us of changes or to provide an ACE form annually will result in the revocation of your certification. Changes include, but are not limited to, changes in location, contact information, ownership, and control.

We encourage you to visit IDOA's procurement website, [www.in.gov/idoa/2464.htm](http://www.in.gov/idoa/2464.htm), and update your Business Registration Profile. You must review and update your profile regularly, because state purchasing agents and prime contractors may use this information to contact you for business opportunities.

While this letter serves as notification of certification, it does not serve to prove continued eligibility. Please visit <https://www.in.gov/idoa/mwbe/2743.htm> to verify your certification status. Please contact our office at (317) 232-3061 or [mwbe@idoa.in.gov](mailto:mwbe@idoa.in.gov) if you have any other questions or concerns about your letter.

Sincerely,

*Peter Sobun*

Peter Sobun, Director of Certification  
Indiana Department of Administration  
Division of Supplier Diversity

PS/gh

**RECERTIFICATION REVIEW FORM**

**Applicant Information:**

**Firm Name:** HIELO Services LLC.

**Address:** 3011 Crabapple Lane, Hobart, IN 46342

**Name of Qualifying Member (person w/ highest % if multiple QMs)** Maria Guillen

**Percent Owned:** 100%

**Date of Review:** 5/10/2022

**Reviewer:** C. Bell

- 
- 1) Ownership unchanged since last certification? [Check prior cert records and most recent tax returns] Yes  No
- 2) Affidavit form is properly executed and says there have been no changes. Yes  No
- 3) For **OUT OF STATE** firms ONLY, check to see if the following are present. If they are based in Indiana skip and go to Step 3
- a) Current home state MBE/WBE certification letter Yes  No
  - b) If missing contact applicant to request it
- 4) UNSPSC codes unchanged since last certification? Yes  No
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**FINAL DECISION**

The application of HIELO Services LLC certification as an Indiana MBE  WBE  MWBE  is:

**Certified**

Certification will expire on 5/31/2025

*Kesha Rich*

Kesha Rich, Director of Certification  
Division Supplier Diversity  
Indiana Department of Administration

\_\_\_\_\_  
Date

KR/CB