



May 2010

Inside this Issue:

- Business Spotlight
- 2010 IDOA MWBE Resource Fair & Workshop Series to be held July 14, 2010
- Tools for Success! Doing Business Globally
- IDOA Minority & Women's Business Enterprises Division Calendar of Events
- Community Events
- About the Conduit
- Facts You Should Know
- Congratulations on Your Certification!
- Would You Like Your

Quote of the Month

**"Every day do something that will inch you closer to a better tomorrow."
-Doug Firebaugh**

Business Spotlight: HR Alternative Consulting Inc.

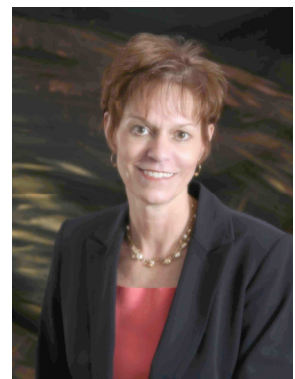
Ann Fisher is the founder and President of HR Alternative Consulting, Inc., a human resource consulting company focused on providing customized HR services for organizations and schools. Services range from assisting start-up companies, to in-depth analyses of the functions and structure of human resources. Other services provided include HR mentoring, on-call/on-site consulting and outsourced human resource department services for organizations and schools.

Fisher states, "Certification as a WBE with the State has opened many doors. The information and networking groups, provided by the State has allowed me to meet numerous individuals in all industries. The networking has provided new insight into developing strategic partnerships, new opportunities

around the State, and the ability to assist other businesses."

"The biggest challenge as a business owner is the ability to wear all hats", states Fisher. "It is a balancing act, to run all aspects of a business so I encourage MWBEs to network and build strategic relationships because by working together and utilizing additional resources and expertise, success will be achieved."

Ms. Fisher currently serves on the Board of the National Association of Women Business Owners (NAWBO) and served on the Board for Mitsch Design for three years. She is a member of the Society of Human Resource Management (SHRM) and holds a bachelor's degree from the University of Washington in



Ann Fisher, HR Alternative Consulting

Psychology and a master's degree from Purdue University in Industrial and Organizational Psychology.

HR Alternative Consulting, Inc., is located at 10641 Medinah Drive, Indianapolis, IN 46234. For additional information, call 317.852.3590 or visit www.hralternativeconsulting.com.

SAVE THE DATE! 2010 IDOA MWBE Resource Fair & Workshop Series to be held July 14, 2010

In order to promote Minority and Women Business Enterprises, the State of Indiana MWBE Division will host the 2010 Minority & Women's Business Enterprises Summer Resource Fair held in conjunction with the Indiana Black Expo Business Conference. This event will be held on Wednesday, July 14, 2010, from 8 a.m. - 2:30 p.m., at the Indiana Government Center South, Conference Center. Registration begins June 1, 2010 and runs through July 2, 2010 at: www.in.gov/confreg.

Tools for Success! Doing Business Globally

I was recently reading an article by Tom Travis, author of the book *Doing Business Anywhere: The Essential Guide to Going*



Terrie Daniel,
MWBE Outreach Manager

Global and would like to share some tips he offered for those interested in breaking into the global business market. Enjoy!

1. Take advantage of trade agreements: think outside the border. To successfully compete in today's global marketplace, you must understand trade agreements and preference programs and how they can impact your business. "Decisions about where to set up a business venture, how to locate the best sourcing opportunities, and how to develop a strategic plan for the future are all dependent on a thorough knowledge of the trade opportunities these programs provide," says Travis. "Global entrepreneurs need to aggressively pursue their interests not only during trade agreement negotiations by defining a clear agenda and getting involved in the trade policy formulation process, but also after the agreements have been implemented to take advantage of new opportunities. Companies participating in such negotiations and those that scrutinize the details usually end up winning. Those that don't frequently lose their competitive edge."
2. Protect your brand at all costs. Protecting your brand means protecting your company's image as well as its intellectual property. While the proliferation of piracy and counterfeit goods requires vigilance when it comes to worldwide copyright, trademark, and patent protection, every global company must also protect its international reputation by paying attention to the human rights and environmental practices of off-

shore facilities with which it does business. "With a global business, you want to be producing the best products possible under the best circumstances possible with the best foreign business partners possible," says Travis. "Do this and you can protect your company's reputation with its most important constituency: its customers. If you don't take care of your brand and its reputation, not much else matters."

3. Maintain high ethical standards. Maintaining the highest ethical standards, and requiring your trading partners to do the same, has become a business necessity in today's international climate. Your company must establish its own standards of acceptable conduct, communicate those standards both internally and to all trading partners, and enforce those standards through internal monitoring systems. Hold your overseas business partners to those standards as well, and make sure you never partner with anyone who might not conform to local or international laws. Ethics, social responsibility, and other issues of corporate governance are an absolute business necessity in today's global marketplace."
4. Stay secure in an insecure world. In the post-9/11 world, transparency in the supply chain has become a clear priority. While security of cargo from theft and loss has always been of great concern to global traders, the tragic events of 9/11 ushered in a new era of compliance with global security requirements. As companies tighten up security, they are beginning to see that there are ancillary benefits to greater control over the supply chain in the form of improved efficiencies, inventory management, and loss prevention. Get involved with government-sponsored programs like the Customs-Trade Partnership Against Terrorism, or your company and its

cargo will get left behind.

5. Expect the unexpected. When managing a global business, you must be prepared to deal with situations that aren't covered in traditional business plans. Whether the event creates opportunity or peril, how you prepare and plan to react to the unexpected must become an essential part of your global strategy. The smart global entrepreneur always expects the unexpected and has a flexible enough infrastructure to change course when circumstances dictate.
6. All global business is personal. Resolving disputes in business is always a challenge. When the person or group with whom you have a dispute is halfway around the world, finding a resolution can be next to impossible if you don't already have an established personal relationship with them. Forming personal, face-to-face relationships is key in global trade. In fact, a great rule of thumb to follow is the farther apart you are geographically and culturally from your offshore counterpart, the more important it is to meet face-to-face. To be the best global entrepreneur, you'll have

"International business is not a 9-to-5 job, but the extra time you spend building personal relationships with your foreign counterparts will help your business achieve success in the global marketplace."

to do a lot of traveling to maintain these personal relationships, and you'll have to make yourself available at places and times that may be inconvenient or even perilous. "Creating these one-on-one relationships with your overseas business partners will have a huge payoff," says Travis. "Whether facing a business dispute or pursuing a new business opportunity, personal relationships, especially at the senior level, can make a big difference. International business is not a 9-to-5 job, but the extra time you spend building personal relationships with your foreign counterparts will help your business achieve success in the global marketplace."

IDOA Minority & Women's Business Enterprises Division Calendar of Events

May 2010

- 19 Certification Workshop
Indiana Government Center South
402 W. Washington Street
Conference Room 20
Indianapolis, IN 46204
Time: 1 p.m. - 3 p.m. (Local time)
Registration: None required Fee: Free

June 2010

Governor's Commission on Minority Affairs
Indiana Government Center South
402 W. Washington Street
Conference Room C
Indianapolis, IN 46204
Time: 1 p.m. - 3 p.m.
Registration: None required Fee: Free

July 2010

- 14 2010 MWBE Resource Fair & Workshop Series
Indiana Government Center South
402 W. Washington Street
Conference Room C
Indianapolis, IN 46204
Time: 1 p.m. - 3 p.m.
Registration: Registration is required
and runs June 1, 2010 - July 2, 2010.
Fee: Free
To register visit: www.in.gov/confreg



Community Events

May 2010

- 24-25 Partners in Contracting Corporation
12th Biennial Government Procurement Conference
Ft. Wayne Grand Convention Center, Ft. Wayne, IN
For registration and additional information, go to:
www.PICCcorp.org or call 219.931.7561.

About *The Conduit*

The Conduit is a publication of the Indiana Department of Administration's Minority and Women's Business Enterprises Division. This eNewsletter provides the MBE and WBE communities with a forum through which to learn about Indiana certification and business development opportunities, contracting opportunities, workshops and networking events. To learn more about this division, contact us at:

State of Indiana Department of Administration
Minority & Women's Business Enterprises Division
Indiana Government Center
402 W. Washington, St., Room W479
Indianapolis, IN 46204
Phone: 317.232.3061, FAX: 317.233.6921
Web: www.in.gov/idoa/2352
Email: mwbe@idoa.in.gov

Are you aware of an event
happening in your
community that could
benefit Indiana
Certified MWBEs?
If so, let us know!
Email your event details to
tdaniel@idoa.in.gov

Facts You Should Know

Would you like to learn about all kinds of resources, people and opportunities to help your small business grow? If so, visit the Indiana BizCafe. It's so easy, just put a profile online and let the system do the matchmaking based on your business needs. The best part is, it's all FREE! Visit the Indiana BizCafe today! Go to: www.indianabizcafe.com.

Congratulations on Your Certification!

Newly certified or re-certified businesses with the State of Indiana Department of Administration Minority and Women's Business Enterprises
March 1 - April 30, 2010.

<u>Name</u>	<u>City</u>	<u>St</u>	<u>App Status</u>	<u>Eff Date</u>	<u>App Type</u>
A. I. King Insurance Agency, Inc.	Indianapolis	IN	CERT	3/26/2010	MBE
A.S.A.P. Courier & Delivery Service Inc.	Indianapolis	IN	CERT	3/2/2010	WBE
A-1 Expeditors, Inc.	Indianapolis	IN	CERT	3/24/2010	WBE
Accu-Tool,inc.	Columbia City	IN	CERT	4/16/2010	WBE
Agape Painting	Indpls	IN	CERT	3/10/2010	MBE
Agape Painting	Indpls	IN	CERT	3/10/2010	WBE
Agee Concrete & Construction, Inc.	Gary	IN	CERT	4/28/2010	MBE
All Painting +, LLC	Jeffersonville	IN	CERT	3/19/2010	WBE
Allen's Snow Removal & Lawn Care Inc.	Portage	IN	CERT	4/28/2010	WBE
American Eagle Restoration	Indianapolis	IN	CERT	3/31/2010	MBE
Apple Group, Inc.	Tipton	IN	CERT	4/9/2010	WBE
Architecture Trio, Inc	Indianapolis	IN	CERT	4/9/2010	WBE
ARK Engineering Services, Inc.	Indianapolis	IN	CERT	4/16/2010	MBE
Barrett Supplies & Equipment, Inc.	Indianapolis	IN	CERT	4/16/2010	WBE
Beth's Trucking, LLC	Bloomington	IN	CERT	3/26/2010	WBE
Bloomfield Corporation	Portage	IN	CERT	4/28/2010	WBE
Cardinal Indiana, Inc.	Bloomington	IN	CERT	4/9/2010	WBE
CCL Construction, Inc.	Lansing	IL	CERT	4/26/2010	WBE
Central Engineering & Construction Assoc	Greenfield	IN	CERT	3/10/2010	WBE
Chapman Kelly, Inc.	Jeffersonville	IN	CERT	3/10/2010	WBE
Chicago Entertainment Tour, Inc.	Chicago	IL	CERT	3/22/2010	MBE
Cole Enterprise Inc.	Indianapolis	IN	CERT	4/16/2010	MBE
Comerford Consulting	Indianapolis	IN	CERT	4/23/2010	WBE
Commercial Finishes LLC	Indianapolis	IN	CERT	4/9/2010	MBE
Conco Spray Solutions, LLC.	Indianapolis	IN	CERT	4/9/2010	WBE
Corman Synergy, Inc.	Indianapolis	IN	CERT	3/5/2010	WBE
Country Consultants, Inc	Bedford	IN	CERT	3/26/2010	WBE
D & E Consulting, LLC	Otisco	IN	CERT	3/5/2010	WBE
Details & Associates, LLC	Jeffersonville	IN	CERT	3/10/2010	WBE
Dynamic Contracting Services, LLC.	Carmel	IN	CERT	3/10/2010	MBE
EC Sales & Services of Indiana, LLC	Sunman	IN	CERT	3/26/2010	WBE
Edificio Specifications, Inc.	Indianapolis	IN	CERT	4/9/2010	MBE
Edificio Specifications, Inc.	Indianapolis	IN	CERT	4/9/2010	WBE
Edward Matthews Insurance Associates LLC	Indianapolis	IN	CERT	4/5/2010	MBE
Electronic Services Delivery & Support,	Indianapolis	IN	CERT	4/16/2010	WBE
EYB Promotions LLC	Columbus	IN	CERT	3/26/2010	WBE
Fine Line Laminates, Inc.	Indianapolis	IN	CERT	3/31/2010	WBE
Fine Promotions Inc.	Indianapolis	IN	CERT	3/31/2010	WBE
FNO Professional Services, Inc.	Indianapolis	IN	CERT	3/16/2010	WBE
FNO Professional Services, Inc.	Indianapolis	IN	CERT	3/16/2010	MBE
G G Trucking, Inc	Indianapolis	IN	CERT	3/23/2010	MBE
Garcia LE & Associates, LLC	Hammond	IN	CERT	4/28/2010	MBE
GHG Financial Planning	Indianapolis	IN	CERT	4/9/2010	WBE
GHG Financial Planning	Indianapolis	IN	CERT	4/12/2010	MBE
Gipson Computer Service, Inc	Schererville	IN	CERT	4/28/2010	MBE
Goldpoint LLC	Fishers	IN	CERT	4/16/2010	MBE
Goshert Associates LLC	Indianapolis	IN	CERT	3/24/2010	WBE
Group One, Inc. Construction & Development	Merrillville	IN	CERT	4/21/2010	MBE
H & H Construction Services, Inc.	Indianapolis	IN	CERT	3/22/2010	WBE

Continued...

Congratulations on Your Certification!

Newly certified or re-certified businesses with the State of Indiana Department of Administration Minority and Women's Business Enterprises
March 1 - April 30, 2010.

<u>Name</u>	<u>City</u>	<u>St</u>	<u>App Status</u>	<u>Eff Date</u>	<u>App Type</u>
Hanna Xcavating, Inc.	Bloomington	IN	CERT	4/9/2010	WBE
Hawkeye Health, LLP	Indianapolis	IN	CERT	4/23/2010	WBE
Health, Education + Research Associates,	Saint Louis	MO	CERT	4/26/2010	WBE
HMR Enterprises, Inc.	Evansville	IN	CERT	3/19/2010	MBE
HMR Enterprises, Inc.	Evansville	IN	CERT	3/22/2010	WBE
Hydraulic Resources	Griffith	IN	CERT	4/28/2010	WBE
Indy Rental & Sales, Inc.	Indianapolis	IN	CERT	3/19/2010	WBE
J & A Asphalt / Flaggers	Marion	IN	CERT	3/29/2010	MBE
J & A Asphalt / Flaggers	Marion	IN	CERT	3/29/2010	WBE
K & M Metal Works, Inc.	Franklin	IN	CERT	4/23/2010	WBE
K Energy LLC	Fort Wayne	IN	CERT	4/9/2010	WBE
L & D Mail Masters, Inc.	New Albany	IN	CERT	3/5/2010	WBE
Leader Corporation of Indiana	Indianapolis	IN	CERT	4/23/2010	WBE
Linda F. Russell	Goshen	IN	CERT	3/26/2010	WBE
Linne Brothers Landscaping	Bowling Green	IN	CERT	4/9/2010	MBE
Malden Express,LLC	Indianapolis	IN	CERT	3/10/2010	MBE
Maregatti Interiors, LLC	Indianapolis	IN	CERT	4/23/2010	MBE
Maregatti Interiors, LLC	Indianapolis	IN	CERT	4/28/2010	WBE
Maribeth Smith & Associates, Inc.	Indianapolis	IN	CERT	4/16/2010	WBE
Markey's Video Images LLC	Indianapolis	IN	CERT	4/9/2010	WBE
Matrix Integration, LLC	Jasper	IN	CERT	3/31/2010	WBE
Matrix Photo Laboratories, Inc	Indianapolis	IN	CERT	3/19/2010	WBE
Maura B Clark Consulting Inc	Westfield	IN	CERT	3/31/2010	WBE
Maximum Business Solutions, Inc.	Hammond	IN	CERT	4/28/2010	MBE
Medical Staffing Solutions, LLC	Evansville	IN	CERT	3/31/2010	WBE
MET Consultants, LLC	Indianapolis	IN	CERT	3/24/2010	WBE
My COI, LLC	Marion	IN	CERT	4/9/2010	WBE
NOW Courier, Inc.	Indianapolis	IN	CERT	3/10/2010	WBE
Ollier Masonry, Inc.	Batesville	IN	CERT	3/26/2010	WBE
Partners Printing, Inc.	Indianapolis	IN	CERT	3/19/2010	WBE
Pasco Painting, Inc.	Chandler	IN	CERT	3/19/2010	WBE
Phoenix Data Corporation/Phoenix Health	Indianapolis	IN	CERT	3/24/2010	WBE
Porter Site Construction Specialists, In	Terre Haute	IN	CERT	4/9/2010	WBE
Powers Engineering, Inc	Evansville	IN	CERT	3/19/2010	WBE
Quest Environmental & Safety Products	Fishers	IN	CERT	3/12/2010	MBE
RESOURCE Construction, Inc.	Indianapolis	IN	CERT	3/24/2010	MBE
RESOURCE Construction, Inc.	Indianapolis	IN	CERT	3/24/2010	WBE
Robinet Contracting, LLC	Cortland	IN	CERT	3/26/2010	WBE
Rowe Transport, Inc.	Indianapolis	IN	CERT	4/23/2010	WBE
Shabazz Management Group, LLC	Merrillville	IN	CERT	4/28/2010	MBE
Shabazz Management Group, LLC	Merrillville	IN	CERT	4/28/2010	WBE
Shar's Hair	Indianapolis	IN	CERT	4/23/2010	MBE
Shar's Hair	Indianapolis	IN	CERT	4/28/2010	WBE
SmartIT Staffing	Indianapolis	IN	CERT	4/16/2010	WBE
Sterling Healthcare Management Services	Plainfield	IN	CERT	3/31/2010	WBE
Stowe's Mowing & Landscaping,LLC	Indianapolis	IN	CERT	3/31/2010	MBE
Studio 57 Photography and Design	Indpls	IN	CERT	4/9/2010	MBE
Studio 57 Photography and Design	Indpls	IN	CERT	4/9/2010	WBE
Sturtz Public Management Group, LLC	Fort Wayne	IN	CERT	4/9/2010	WBE

Continued...

Congratulations on Your Certification!

Newly certified or re-certified businesses with the State of Indiana Department of Administration Minority and Women's Business Enterprises
March 1 - April 30, 2010.

<u>Name</u>	<u>City</u>	<u>St</u>	<u>App Status</u>	<u>Eff Date</u>	<u>App Type</u>
Superior Erosion Control LLC	Charlestown	IN	CERT	3/22/2010	MBE
Superior Erosion Control LLC	Charlestown	IN	CERT	3/31/2010	WBE
SynCare, LLC.	Indianapolis	IN	CERT	4/9/2010	WBE
SynCare, LLC.	Indianapolis	IN	CERT	4/12/2010	MBE
Synergy 360, LLC	Indianapolis	IN	CERT	3/24/2010	MBE
Team Triax By D'Marco Marcs Inc	Indianapolis	IN	CERT	4/9/2010	MBE
Tower Professional Services LLC	Indianapolis	IN	CERT	4/9/2010	WBE
Transcendent Performance LLC	Indianapolis	IN	CERT	4/9/2010	WBE
V & R Trucking, Inc.	South Bend	IN	CERT	4/28/2010	MBE
V & R Trucking, Inc.	South Bend	IN	CERT	4/28/2010	WBE
V. Wilson Associates, Inc.	St. Louis	MO	CERT	4/26/2010	MBE
V. Wilson Associates, Inc.	St. Louis	MO	CERT	4/26/2010	WBE
Van Treese & Associates, Inc.	Indianapolis	IN	CERT	3/31/2010	WBE
Vic Power's, Inc.	Anderson	IN	CERT	4/9/2010	WBE
Virtuoso Education Consulting, LLC	Indianapolis	IN	CERT	4/16/2010	MBE
Virtuoso Education Consulting, LLC	Indianapolis	IN	CERT	4/22/2010	WBE
VM Contract Sales & Design LLC	Indianapolis	IN	CERT	3/9/2010	WBE

Would you like your business featured in the “Business Spotlight”?

If your business is a State of Indiana Certified Minority- or Women-owned Enterprise and you would like us to consider featuring your company in the Business Spotlight section of *The Conduit*, please email your information to mwbe@idoa.in.gov.

When making your submission please use the following format in the subject line of your email: Business Spotlight Submission - *YOUR COMPANY NAME*.

Please include the following when submitting your company information:

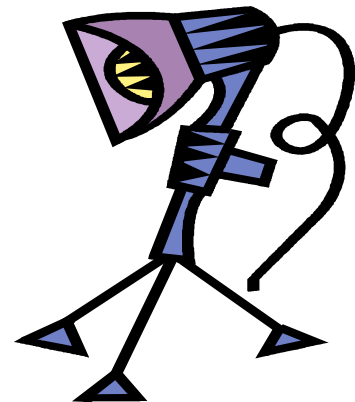
1. A .jpg headshot or photo of the Certified MWBE at work.
2. About the Owner or President
3. What does your business do?
4. What have been some challenges you have faced as a business owner?
5. What benefits have you gained

from being a State of Indiana Certified MWBE?

6. What separates your company from the competition?
7. Word of advise to other MWBE's

Please Note: All requested information must be included within your submission. Incomplete submissions will be automatically rejected.

Disclaimer: The Office of Minority and Women Owned Business Enterprises reserves the right to edit any content submitted for publication in *The Conduit*. The selection of the monthly business to be highlight is the sole discretion of the editor of *The Conduit*. The featured business will be notified by email the day prior to the publication being released.



**New Section
Coming Soon!**

**“State of Indiana
Opportunities”**