



The Link

to Supplier Diversity

A publication of the Indiana Department of Administration Division of Supplier Diversity
Terrie F. Daniel, Deputy Commissioner

September 2014

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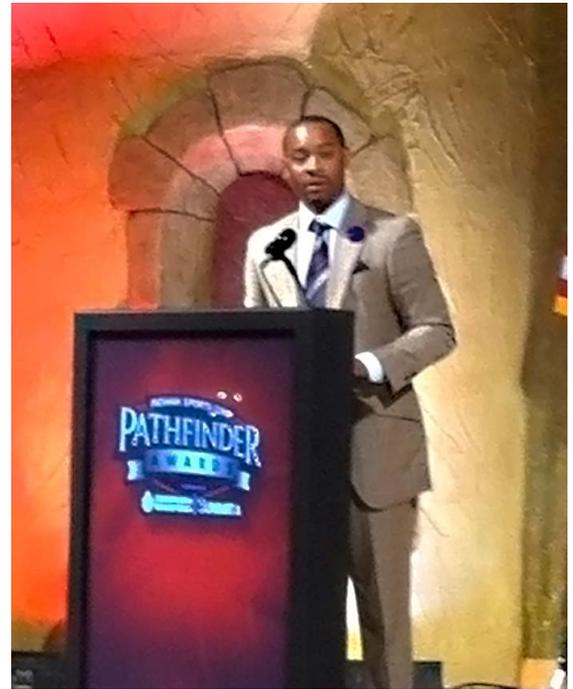
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Jamal Smith Receives 2014 Rev. Charles A. Williams Award

Jamal Smith, Chairman of the Governor's Commission on Minority & Women's Business Enterprises and Executive Director of the Indiana Civil Rights Commission, recently received the 2014 Reverend Charles A. Williams Award from the Indiana Sports Corp and Indiana Black Expo. The coveted award recognizes significant achievements in direct service and community involvement with Indianapolis youth.

For more than 13 years, Jamal Smith has worked to mentor more than a dozen young men – providing tutoring and academic support and has personally supported students financially to begin their college careers. In addition, he's coached more than 100 young men and currently serves as an assistant coach to the Arsenal Tech Titans, the 2014 Indiana 4A State Basketball Champions.

"Jamal's commitment to Indianapolis youth mirrors his commitment to equal opportunity and successful development of minority-, women- and veteran-owned businesses," said Terrie Daniel, Deputy Commissioner for the State of Indiana's Division of Supplier Diversity.



Jamal Smith, Executive Director of the Indiana Civil Rights Commission, receives the 2014 Rev. Charles A. Williams Award at the Indiana Sports Corp Pathfinder Awards Luncheon. Jamal is the Chairman of the Governor's Commission on Minority & Women's Business Enterprises.

"We celebrate Jamal's achievements and thank him for his work in the community."

Event Calendar

- Commission Meeting Sept. 8
- Pay Audit Training Sept. 10
- Certification Webinar Sept. 11
- Certification Clinic Sept. 17
- Pay Audit Training Oct. 8
- Certification Clinic Oct. 15

Division of Supplier Diversity Business Conference Oct. 29-30

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

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Tools for Success

By: Terrie Daniel
Division of Supplier Diversity
Deputy Commissioner

"Progress involves risk. You can't steal second base and keep your foot on first." - Frederick Wilcox

When I read this quote, it really resonated with me for some reason. I knew then that I wanted to challenge our readers this month to think about taking risks in your business dealings which could potentially thrust your business to a whole new level of success.



Terrie Daniel
Division of Supplier Diversity
Deputy Commissioner

Let's define risk. According to the American Heritage Dictionary, risk is the potential of losing something of value, weighed against the potential to gain something of value. This is an interesting perspective to me, because what this says clearly is that in order to gain something you've got to be willing to lose something.

Depending upon how you look at it, risk on any level can be very scary. Why? The bottom line is that it takes courage to step out into uncharted territory and put everything on the line. Because we work hard and put so much time and effort into achieving success, the thought of putting in jeopardy our financial stability by risking

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Supplier Diversity Leaders in Central Indiana



LaTricia Hill-Chandler
Veolia North America
Manager of Supplier Diversity

For this month's issue, the Division of Supplier Diversity met with two leading supplier diversity professionals to gather insight on the industry and to obtain advice for business owners.

For more than a decade, **LaTricia Hill-Chandler** has worked to develop supplier diversity programs throughout Indiana for both corporate and educational institutions. Hill-Chandler has had an extensive career beginning at Cummins and has pioneered supplier diversity programs for Indiana University, Indianapolis Public Schools and Veolia North America. She currently works as the Manager of Supplier Diversity for Veolia North America.

Recently, Hill-Chandler spoke

at the National Association of Education Procurement's (NAEP) 10th annual Supplier Diversity Institute in Chicago. Hill-Chandler was also selected to participate in the 2014 Essence Festival Empower U workshop, alongside senior executives, including the Vice President of Global Supplier Diversity for Coca-Cola and the Executive Vice President and Treasurer for Wal-Mart. The 2014 Essence Festival boasted record-breaking attendance of more than 550,000 for its 20th anniversary.

In addition to her supplier diversity responsibilities, which include travelling across the country to facilitate contracting outreach events for Veolia North America projects, Hill-Chandler will attend the United States Chamber of Commerce Sustainability Conference and the National Minority Supplier Diversity Conference this fall.

When asked what her greatest accomplishments were in supplier diversity, Hill-Chandler noted starting supplier diversity programs that are still in existence and successful today, receiving her certification as a Certified Diversity Executive (CDE) from the Institute for Diversity Certification in 2013, presenting at the Essence

Festival in 2014 and being a successful wife and mother.

Rob Halter has been a driving force behind increasing supplier diversity efforts at Indiana University-Purdue University Indianapolis for more than 30 years, and now system-wide for Indiana University as the Executive Director of Purchasing and Supplier Diversity.



Rob Halter
Indiana University
Executive Director of Purchasing and Supplier Diversity

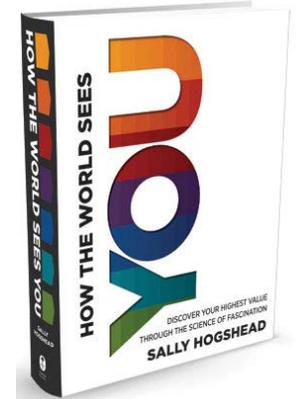
Halter recently celebrated 40 years with Indiana University-Purdue University Indianapolis and continues to serve in various positions with national supplier diversity organizations. In addition to leading procurement efforts for Indiana University's eight campuses, Halter serves on the board of the Mid-States Minority Supplier Development

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Business Reads

"How the World Sees You: Discover Your Highest Value Through the Science of Fascination"

By: Sally Hogshead



How is your personality most likely to impress and influence the person sitting on the other side of the table? Once you know what makes you valuable to others, you're more authentic and confident, and more likely to make a brilliant impression. *How the World Sees You* gives you the exact words you need to make a brilliant first impression.

To become more successful, you don't have to change who you are. You have to become more of who you are. *How the World Sees You* reveals who you are at your best, so you can create better relationships, grow your business, and become intensely valuable to those who matter most.

Subcontractor & Other Business Opportunities

Project Name	Due Date	Contact Information
IU Bloomington Site Prep & Related 8th Street Work	Monday, Sept. 8	Dave O'Mara Contractor Inc. Phone: (812) 346-4135 Fax: (812) 346-6305 tamikah@daveomara.com
IU Bloomington Jordan Ave. Safety Improvements	Tuesday, Sept. 9	Dave O'Mara Contractor Inc. Phone: (812) 346-4135 Fax: (812) 346-6305 tamikah@daveomara.com
IANG Bldg #37 project	Monday, Sept. 15	Hannig Construction, Inc. Phone: (812) 235-6218 Fax: (812) 235-1218

Did You Know?

The red and white Coca-Cola logo is recognized by 94% of the world's population, making it the most recognized brand in the world.

- Steel Media

Tools for Success Cont...

savings, stock and bonds, equity in a home or even our investment of time in building business and personal relationships is tough to fathom because the real reality is, we could lose it all!

There are many types of risk one can take depending on the perspective. Financial risk, an umbrella term for multiple types of risk associated with financing; credit risk refers to the risk that a borrower will default on any type of debt by failing to make required payments; enterprise risk management (ERM) is business risk that would include the methods and processes used by organizations to manage risks and seize opportunities related to the achievement of their objectives; operational risk, refers to the risk of a change in value caused by the fact that actual losses were incurred because of inadequate or failed internal processes, people and systems, or from external events. And finally, my favorite, *Risk* is a strategic board game that requires skill in order to dupe your opponents and ultimately obtain victory.

I challenge you as a business owner, to explore new markets, new service offerings, and even the possibility of expanding your product or service offerings globally. Ask yourself two questions, "Am I worth the risk?" and "If I never explore offering new products and services in new markets, will I ever achieve the pinnacle of success?" How did you answer these questions? If

you are worth the risk and if you want to progress and achieve the pinnacle of success, then it's time to get moving.

Earlier, I mentioned a board game called *Risk* that is produced by Parker Brothers. According to Wikipedia, *Risk* is a turn-based game for two to six players. The standard version is played on a board depicting a political map of the Earth, divided into forty-two territories, which are grouped into six continents. The object of the game is to occupy every territory on the board and in doing so, eliminate the other players. Players control armies with which they attempt to capture territories from other players, by rolling the dice. Interesting, huh? I thought so too! I would offer that you use the strategy in the game of *Risk* and occupy the territory you desire to go into within your business strategy and hey, if you knock out a few opponents along the way, so be it. More occupied territory for you!

I want to encourage you not to let fear and complacency keep you from moving forward. Get that foot off of first base and keep progressing. It's time for you to score that home run!

I hope you enjoy this month's edition and may you prosper and be fulfilled in all you do.

Supplier Diversity Leaders Cont...

Council, serves as the 1st Vice Chair of the 24 member Regional Council Chairperson's Committee and serves on the executive board of the National Minority Supplier Diversity Council. Halter has been an influential member of the finance and network governance committees of the National Council and serves as the Chairman of the Minority Supplier of the Year Selection Committee.

When asked what his greatest accomplishments were in supplier diversity, Halter noted the development of the Tier 2 spending program with Indiana University and achieving greater awareness about supplier diversity throughout Indiana University.

Q&A with Supplier Diversity Leaders

Q: What is the biggest challenge facing the supplier diversity industry?

A: Hill-Chandler: I think there are still some MWBE companies that are operating with a small mindset instead of thinking more broadly. A lot of businesses still think of themselves locally, and not regionally or even on a global level. As a result, a lot of the business practices are still on a small scale. Secondly, I believe as supplier diversity professionals, we find reasons for the exclusion of businesses as opposed to inclusion. Lastly, many organizations still have a forced culture when it comes to supplier diversity. Supplier diversity should be embraced as something that makes good business and economic sense for an organization. That's a mindset change that's needed for organizations.

A: Halter: Capacity and compliance. From a university perspective, we're in the process of aggregating our supplier base. We're going to do business with fewer suppliers and that remaining supplier base will be asked to do more. Competition and pricing are also existing challenges when working with a university or other public institution.

Q: What excites you about the future of supplier diversity?

A: Hill-Chandler: New nontraditional minority- and women-owned businesses excite me. Businesses that are operating in different industries and owning companies that provide services that are outside of the box or outside of the norm. It's exciting when I meet a company that has a structure that is geared toward the future.

A: Halter: Other corporations and industries are taking notice of the importance of supplier diversity in their customers. This translates into Tier 2 spending. If we're not able to spend that dollar directly with the MWBE, then we're leaning on our major suppliers to spend their dollars with an MWBE. We're experiencing it now and seeing that growth from our major suppliers.

Q: What advice do you have for business owners as they look to work with corporations or educational institutions?

A: Hill-Chandler: Do your research. Find out what the company does and figure out how you can play a part in their overall strategy. What can you bring to the company that adds value? Another piece of advice is to not take on more than you can handle – don't put the cart before the horse. Finally, think of partnering and joint ventures. I don't think small businesses explore partnerships as much as they should.

A: Halter: We like to do business with people that want to do business with us. So, my advice is for companies to reach out to Indiana University. We have some simple ways for them to find who the appropriate person is to talk to. This doesn't mean that it will result in a contract, but our goal is to try to accomplish that.

Business Voice: KeyPoint Training, LLC

Featuring: Janeann Perkins, KeyPoint Training LLC

KeyPoint Training LLC was founded in 2013 in response to increased demand for computer training/education. Janeann Perkins discovered her enthusiasm for software and technology with the purchase of her first computer with Windows 95 in 1996. Since then, she's had a passion for teaching people technology and helping them gain confidence as a result of mastering technology.

When it comes to handling business Perkins' philosophy comes down to honesty, integrity and giving customers the very best that she can. She sees so many people frustrated and lacking confidence with the computers and software they use every day. Software knowledge or lack of it affects the very core of our lives, from our healthcare, finances, security, education and peace of mind. It's her mission to connect with each person she teaches to ensure they obtain mastery with

the software tools.

Key Point Training LLC specializes in customized software training, providing on-site training and support to meet the unique needs of their customers, ensuring an increase in user efficiency and performance thereby maximizing the organization's resources and technology investment. KeyPoint Training LLC is a certified Women's Business Enterprise, a member of Greater Fort Wayne, Inc., and a member of the Better Business Bureau of Northeast Indiana. KeyPoint Training partners with Indiana University-Purdue University Fort

Wayne to offer Continuing Education Units (CEUs) for all training classes.



Janeann Perkins
KeyPoint Training
Software Training Specialist

Her advice to those thinking of starting a business is, "Optimize your limited time and capital by utilizing the free assistance and resources available to you. These things were the most helpful to me as a new business owner and were more effective to my visibility as a new business than any other marketing or lease investment I made."



Northwest Indiana Business Conference a Success!



Division of Supplier Diversity and Majestic Star Casino Staff at the Northwest Indiana Business Conference. From left to right: Nate Lofton, Jan Behn Brokke, Courtney Edmonds, Terrie Daniel, Larry Black, Chariece White, Isabel Smith, Jocelyn Williams and Luther Taylor.

More than 100 businesses attended the inaugural Northwest Indiana Business Conference at Majestic Star Casino and Hotel in Gary, Indiana. The conference, hosted by the Division of Supplier Diversity, in conjunction with the City of Gary and Majestic Star Hotel and Casino, focused on connecting business owners with upcoming contracting opportunities and provided educational workshops on bonding, accessing capital, social media best practices and more.

"Events like the Northwest Indiana Business Conference are a great opportunity for business owners to connect with decision makers in procurement in the public and private sectors and identify resources for sustained success," said Courtney Edmonds, Deputy Director of Development & Compliance with the State of Indiana Division of Supplier Diversity.

Due to the overwhelming success of the 2014 conference, the Division of Supplier Diversity has committed to hosting the event annually. Planning is underway for the 2015 conference.



Conference attendees at the opening session of the 2014 Northwest Indiana Business Conference

Nominate your company for a Diversity Award

Do you know a certified MWVBE business that's making a difference in the community? Do you know a MWVBE that's supporting supplier diversity by mentoring other businesses? Nominate them or your company for a 2014 Division of Supplier Diversity Award.

During the 2014 Division of Supplier Diversity Business Conference, government officials will recognize outstanding achievements in supplier diversity, including community service and business to business development. In addition, select prime contractors will also receive awards as selected by our division for their commitment to supplier diversity.

Submit a short paragraph explaining why the nominated firm should receive a Division Community Service or Division Business Development award by **Friday, Sept. 19**. Be sure to include contact information for yourself and the nominee. Nominations can be emailed to mwbe@idoa.in.gov.

Registration for the two-day business conference will begin **Monday, Sept. 8** at the Division of Supplier Diversity website, www.in.gov/idoa/mwbe.



DIVISION OF SUPPLIER DIVERSITY

Business Conference

Accelerate Your Business
Strategies For Success
To The Next Level

Join the Division of Supplier Diversity for an exciting two-day business conference Oct. 29-30, 2014. Learn how to grow your company from some of the best leaders in the industry. The conference will feature national speakers, expert panelists and procurement officials poised to help your business achieve success!

Oct. 29-30

Event Schedule

Welcome & Awards Reception

Wednesday, Oct. 29 5:30 p.m. – 7:30 p.m.

Business Conference

Thursday, Oct. 30 8:00 a.m. – 1:00 p.m.

Business to Business Showcase

Thursday, Oct. 30 1:00 p.m. – 4:00 p.m.

Registration for the business conference will begin **Monday, Sept. 8** on the Division of Supplier Diversity website, www.in.gov/idoa/mwbe.

Workshop sessions

- Human Resource & Legal Issues for Business Owners
- Strategies for Writing a Winning RFP response
- Crowdfunding and How It Can Help Your Business
- Global Business: Why Should I Think About It?
- Doing Business with State Educational Institutions
- Doing Business with Indiana Casinos
- Power Panels featuring leading companies previewing upcoming contracting opportunities
- And more!

Title Sponsor



Thank you to United Water for being the title sponsor of the Division of Supplier Diversity Business Conference, and thank you to all of our supporting partners.

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Mark Davis
(317) 636-5500
mark.davis@deepbluesecurity.com

Eagle Point Technology, INC

Nathan Smith
(812) 405-1806
nathan.smith@eaglepointtechnologoy.com

HamHed, LLC

William Hedrick
(502) 376-2897
w.e.hedrick@gmail.com

Hydronic & Steam Equipment Co., Inc.

Dennis Kring
(317) 577-8326
amadden@hydstm.com

Certified MBEs

Advanced Engineering Services (AES)

Akhtar Zaman
(219) 440-2263
adveng2010@gmail.com

Antigua, Inc

Edith De La Cruz
(312) 273-4077
edelacruz@antiguaconstruction.com

Bucher & Christian Consulting, Inc.

Justin Christian
(317) 423-8980
jchristian@bucherandchristian.com

Chammpion Promotions, LLC

Saumin Calcuttawata
(317) 459-0536
scalcut@gmail.com

Cleaning Services of America

Eugene Jackson
(317) 918-7409
cleaningserviceofamerica@yahoo.com

Delivery & Distribution Solutions, LLC

Denis Monroe
(708) 798-7907
denis@deliveryanddistribution.com

Diversity Press, LLC

Darrell Johnson
(317) 241-4234
djohnson@diversity-press.com

Document Imaging Systems of St. Louis

Adrienne Scales-Williams
(314) 531-0167
awilliams@disrepro.com

Epiphany Behavioral Services, LLC

Boyd Horton
(317) 374-5183
rjhorton02@att.net

Certified MBEs

Heart Health & Life Educational Services

Donita Scott
(317) 612-4485
donitascott8@gmail.com

Kennedy Expressline Inc

Marcus Northern
(574) 876-8881
kennedyexpressline@yahoo.com

Malden Express, LLC

Garry Smith
(317) 722-0211
gsmith@maldenexpressllc.com

Nash & Son's Trucking Company, Inc.

William Nash
(765) 281-0424
phuntzinger@nashandsonstrucking.com

P & P Home Services, LLC

Ahmed Yehdhih
(317) 300-1368
PPHOMESERVICES@GMAIL.COM

Precision Mechanical Contractors, Inc.

Nelson Jordan
(260) 482-4600
njordan@precisionmechanical.com

Reborn Software Solutions, Inc.

Dareskdar Henry
(317) 250-1718
darye@reborncode.com

SMDG, LLC

Milton Thaxton
(219) 881-1300
mthaxton@smdgnwi.com

Certified WBEs

Ace Tree Service, Inc.

Amy Dailey
(317) 787-3100
acetreeserv@aol.com

Anew Technology Solutions, Inc.

Nina Carter
(502) 472-7461
nina@anewtechnology.com

Angela's Painting, LLC

Angela Mikhov
(317) 281-5870
mikhov65@aol.com

Bee Environmental Management, Inc.

Melinda Cloe
(317) 839-9323
Beem1@msn.com

Bridgeforth Wolf & Associates

Donna Bridgeforth
(312) 663-5171
dbridgeforth@sbcglobal.net

Puzzle

Starting in the bottom left corner and moving either up or right, how many different ways are there to get to the top right corner and make a total of 10?

2	1	3
3	2	1
1	3	2

Answer = 6 With U = Up, and R = Right, you can move in the following ways: UURR, URUR, URRU, RUUR, RURU, RRUU

Certified WBEs

Bright Ideas In Broad Ripple, Inc.

Beverly Middaugh
(317) 257-4111
bev.middaugh@bright-ideas.org

Briljent, LLC

Kathy Carrier
(260) 434-0990
twalker@briljent.com

Buckaroo Technology Group, Inc.

Deborah Daily
(317) 845-0830
dldaily@buckaroomnm.com

Build, LLC

Pat Smith
(765) 759-5955
pat@theselectionzone.com

Contact Us

Deputy Commissioner

Terrie Daniel
(317) 232-3061 tdaniel@idoa.in.gov

Deputy Director of Certifications & Operations

Luther Taylor Jr.
(317) 234-3424 ltaylor@idoa.in.gov

Deputy Director of Development & Compliance

Courtney Edmonds
(317) 234-3428 cedmonds@idoa.in.gov

Business Development and Outreach Manager

Nate Lofton
(317) 234-5360 nlofton@idoa.in.gov

Business Relations Specialists

Isabel Smith
(317) 234-3421 ismith@idoa.in.gov
Jocelyn Williams
(317) 234-3425 jowilliams@idoa.in.gov

Certification Program Coordinator

Nancy Walker
(317) 234-1684 nwalker@idoa.in.gov

Busch Landscaping, LLC

Melodie Busch
(812) 852-5920
mabusch@etczone.com

Cassady Electrical Contractors, Inc.

Mae Cassady
(812) 332-7361
mae.cassady@cassadyelectric.com

CCI, LLC

Otto Kolditz
(317) 299-0541
connie@cci-indy.net

CGM Precast Concrete

Susan Machledt
(317) 545-6557
cgmmfg@aol.com

Circle City Reporting

Sherry Reckas
(317) 635-7857
ccr@circlecityreporting.com

Commercial Office Environments, Inc.

Sara Cook
(317) 876-9200
scook@coeindy.com

Community Solutions, Inc.

Lena Hackett
(317) 423-1770
lena@communitysolutionsinc.net

COUNTY MATERIALS INC

Debra Brown
(812) 346-9767
dbrown@leesreadymix.com

Courtney Material Handling, Inc

Beth Courtney
(574) 231-0094
beth@cmhionline.com

DECO Group, Inc.

Janet South
(317) 889-8289
janetsouth@decogroup.biz

Erosion Resources & Supply, Inc.

Jane Fleener
(812) 897-6074
janeann@erosionresources.us

Frangipani Body Products

Tracy Land
(317) 782-5009
frangipani@frangipanibodyproducts.com

Harms Auto Supply, Inc.

Marcia Harms
(317) 632-7447
marcia@harmssupply.com

I See Corporation

Amy Alfrey
(317) 861-9221
lsecorp@sbcglobal.net

I.D.O. Inc.

Jill Mendoza
(317) 784-6044
jill@idoincorporated.com

ICON ME, LLC DBA: ICON, LLC

Jeronna Bolden
(317) 496-4232
jeronna@iconme.org

K & L Art Consulting, Incorporated

Angela Lewis
(317) 257-1080
angelalewis@insiteart.com

Koorsen Security Technologies, Inc.

Kelley Hoffman
(317) 489-3519
kelly.hoffman@koorsenST.com

Lawrance Policy Consulting L.L.C

Kristine Lawrance
(317) 509-1621
kristy@lawrancepolicyconsulting.com

Map Girl LLC

Leane Kmetz
(317) 379-1171
mapgirlllc@gmail.com

Maple Hill Engineering, LLC

Bobbie Gilman
(812) 604-1172
maplehillengineering@gmail.com

Mitchell Marketing Group, Inc.

Christina Mowery
(317) 228-9998
mmgjan@aol.com

modrak products co inc

Judith Modrak
(219) 838-0308
modrak@sbcglobal.net

Mon Amie Events, Inc

Monica Richard
(317) 460-3726
monica@monamieeventsinc.com

Oswald Communications, Inc.

Beverly Oswald
(812) 426-0335
boswald@oswaldcommunications.com

Parker Grant Solutions, LLC

Catherine Parker
(317) 445-9624
catherine@parkergrantsolutions.com

Professional Information Systems, Inc.

Paulette Hill
(219) 947-4349
paulette@proinfosystems.com

Quality Fire Protection, Inc.

Tawnya Luhrsen
(812) 926-1925
qualityfire@embarqmail.com

Relocation Strategies, Inc.

Melissa Brown
(317) 202-0000
mbrown@relostrategies.com

Ride Right, LLC

Alaina Macia
(636) 695-5549
grichardson@mtm-inc.net

Sarah Stivers Productions LLC

Sarah Stivers
(502) 751-8880
sarahstivers@yahoo.com

Share a Hand Residential Cleaning

Shara Bowling
(317) 203-9795
shareahandcleaning@gmail.com

SHI International Corp

Thai Lee
(317) 480-2873
thaitlee@shi.com

Small Town Sewing

Linda Roberts
(812) 926-3358
smalltownsewing@netscape.net

South Coast Paper

Paul Mitchell
(803) 758-4053
m.jackson@southcoastpaper.com

T.M.T., Incorporated

Suzy DuBois
(317) 867-3691
dub164@aol.com

William J. Ciriello Plumbing Co Inc

Laura Ciriello-Benedict
(317) 787-5391
laura@cirielloplumbing.com

Worrell Corporation

Linda Worrell
(317) 895-9708
linda.worrell@worrellcorp.com

X.O. Vest, Inc.

Marion Trueblood
(812) 249-4853
pete.trueblood@xovest.com