



November 2013



Indiana's Minority & Women's Business Enterprises Division

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Indiana Minority and Women's Business Enterprises Business Development Week a Success!

The State of Indiana's Minority and Women's Business Enterprises Division (MWBE) held its first annual Business Development Week Conference October 21 – 23, 2013 in Indianapolis.

The conference events began on Monday, October 21 with a series of "Building Business Success Workshops", including topics such as "Doing Business with the State of Indiana" and "Increasing Sales by Using a Well Organized Sales Presentation". Luncheon speaker, Faith Moore-McKinney, was a nationally renowned connections and public relations expert. Ms. Moore-McKinney shared tips from her book, Schmingling – The Art of Being Well Connected.

On Tuesday, October 22, the conference featured an exhibitors' hall, where over 100 businesses networked with certified minority- and



Minority & Women's Business Enterprises Deputy Commissioner Terrie Daniel and MWBE team members cut the ribbon to the first Indiana Minority and Women's Business Enterprises B2B Showcase held October 22, 2013.

women-owned businesses that showcased their products and services in the MWBE B2B Showcase.

The day also included panel discussions with high-profile state business professionals on conducting business with state educational institutions and state casinos.

The event concluded on Wednesday, October 23,

with a welcome reception for newly-appointed Deputy Commissioner Terrie Daniel. Mrs. Daniel began her duties with the State of Indiana's MWBE Division on October 7. Terrie has returned to the Indiana Department of Administration after working for the City of Indianapolis as Deputy Director of Minority and Women Business Development.

The Business Development Week Conference was designed to engage aspiring small business owners to become certified to conduct business with the State of Indiana.

Pictures from the event can be found on the Indiana MWBE Facebook page:

www.facebook.com/IDOA.MWBE



How to Connect

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www.in.gov/idoa/mwbe



Tools for Success

By: Terrie Daniel, MWBE Deputy Commissioner

We have the ability to foster economic development amongst the business communities throughout the state of Indiana.

Through the programs and resources provided by the Minority and Women's Business Enterprises Division, we can create a fair, competitive, and equitable business environment for you and all our Indiana based

businesses.

In my monthly column, "Tools for Success", I will feature opportunities and provide other useful information regarding issues trending in the State of Indiana and nationally, that may impact you as a business owner.

We are working hard for you. Let us help you take your business from "good to great!"

May you prosper and be fulfilled in all you do.



Terrie Daniel
MWBE Deputy Commissioner

4 Indiana Companies Featured in Black Enterprise Magazine

By: Black Enterprise Editors, July 11, 2013

Four Indiana companies were featured in Black Enterprise Magazine's BE 100s: The Nations Largest Black Businesses presented in their 41st Annual Report on Black Business under the theme "Accelerate Your

Business," which coincided with their Black Enterprise Entrepreneurs Conference.

The Indiana companies were:

#14 Millennium Steel Service, LLC located in Princeton, IN with 49 employees and \$253.5 Million in revenue.

#17 Mays Chemical Co., Inc. located in Indianapolis, IN with 230 employees and \$182 Million in revenue

#93 AG Trucking located in Goshen, IN with 56 employees and \$24 Million in revenue

#95 Powers & Sons Construction Co., Inc. located in Gary, IN with 50 employees and \$23.1 Million in revenue

The chief executives that drive the BE 100s are keenly aware they must continually retool their companies for growth.

Moving forward, CEOs have to demonstrate a new level of inventiveness. That's what it will take for the be 100s to enter and stay in the winner's circle.

For the full list of businesses visit: <http://www.blackenterprise.com/lists/be-100s-2013/>

Business Tip

"For those thinking about starting a business, do lots of research first. Plan on long hours and little to no pay for the first 5-7 years."

- Dr. Anndrea Hatcher, Olive Branch Parke Veterinary Clinic

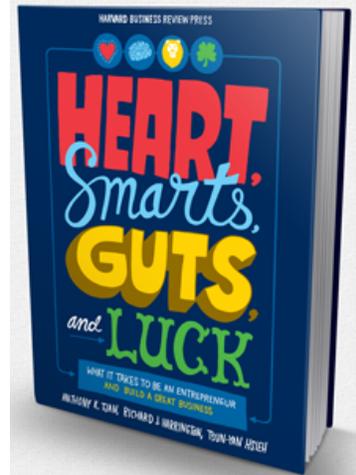
Subcontractor & Other Bidding Opportunities

Project Name	Due Date	Contact Information
Hercules Ave. Waterline Relocation Project	Monday, Nov. 11	Blankenberger Brothers Phone: (812) 845-2717 Fax: (812) 845-2727 jim_j@blankenbergerbros.com
HMSU Roof Painting - Bid Number B0016797	Wednesday, Nov. 13	Indiana State University Steven Culp Phone: (812) 249-0409 steven.culp@indstate.edu
Interactive Voice Response System (IVR) Redesign	Friday, Nov. 15	ITR Concession Company Tamiko Casteel tcasteel@indianatollroad.org

Business Reads

"Heart, Smarts, Guts, and Luck: What it Takes to be an Entrepreneur and Build a Great Business"

Anthony K. Tjan



In collaboration with Harvard Business Review Press, *Heart, Smarts, Guts and Luck* is the result of research started in 2009 on what really makes entrepreneurs and business-builders tick.

With hundreds of entrepreneurs and inspirational leaders interviewed and surveyed with the first Entrepreneurial Aptitude Test, the book delves into the four traits of heart, smarts, guts, and luck that drive success in business and in life.

The book explores how this entrepreneurial mindset and culture can take you to the next level and increase the probability for success.

Congratulations to the Certified MWBEs

Business Voice: Olive Branch Parke Veterinary Clinic

By: Dr. Anndrea Hatcher, *Olive Branch Parke Veterinary Clinic*

My days are seldom boring and never predictable. I might start out in the morning with the appointment schedule having me doing a spay on a Rottweiler, and vaccinating puppies, but at the end of the day, I've ended up worming newts, practicing psychology on a cat, and amputating an iguana's tail.

I'm a small animal veterinarian, but I also provide medical, surgical care and boarding for exotic pets such as small mammals, birds, reptiles, amphibians, insects and fish.

I care for my patients as if they were my own pets, and I enjoy my profession. I previously co-owned a small animal veterinary clinic with my ex-husband, when I lost that practice in divorce, I started out again on my own.

A veterinary clinic has a lot of overhead cost, we've been open for two years now and my biggest challenge is building the practice to the size that it can pay its own bills.

I'm looking forward to the day when I can start paying myself too.

January and February are typically the slowest months of the year for veterinary practices in the Midwest. So keeping the business open that time of year as a start up is my biggest challenge.



Dr. Anndrea Hatcher
Olive Branch Parke Veterinary Clinic

Business Q&As

Q: What might someone be surprised to know about you?

A: I have a black belt in Tae Kwon Do and I have a book on Amazon.com, "420,000 Cats and Other Tails."

Q: What are some changes that will be affecting your business over the next five years?

A: The economy and health care

Q: When you're not running your business, what are you doing instead, or what would you like more time to do?

A: When I'm not running my business, I'm a wife and mother.

Q: If you could change one thing about your business, what would it be?

A: A regular flow of business - no more feast or famine.

Certified M/WBEs

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M/WBE

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M/WBE

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MBE

Want Your Voice Heard?

Contact jethayer@idoa.in.gov to learn about getting featured in the monthly newsletter.

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

Congratulations to the Certified MWBEs

5 Ways to Market Your Business for the Holiday Season

By: K. Murray, *SBA.gov Community Moderator*

Posted Oct 23, 2013 7:23 a.m.

The holiday season is quickly approaching, and the time is now to make sure you get the most of your marketing efforts to help secure sales success in the coming months. Here are a few budget-friendly ideas to help get you started.

Social Media Contests

If your small business has a social media presence, contests on Facebook and Twitter are often a popular way highlight your brand and engage with customers, reminding them that your product or service is available – and a potentially great gift idea. With a few rules, a clever hashtag and incentive such as a prize or discount on your offerings, you can drum up excitement about – and draw people in to – your business.

Extra Appeal for Your Loyal Customers

Take this time to make your loyal customers feel extra special – it may come back to you by way of additional business and referrals. Without breaking the bank, you can provide special offers, sneak previews, free shipping or secret sales.

Special Events or Open Houses

Make your small business stand out by hosting an open house or special event at your store or restaurant. Use it to showcase holiday season gifts, menus and merchandise so customers can get a glimpse of your seasonal goods in advance. Pair the browsing with light refreshments – a mug of hot cocoa or a glass of cider – to get people in the holiday spirit. On their way out, give a special offer or coupon that invites customers back to make their purchases at a discount.

Holiday Help

This is a great idea from Illana

Bercovitz at Small Business Trends: use social media to offer helpful tips during a stressful holiday season. Consider your industry, product or service and related advice you could offer to make customers' lives easier. "Everyone appreciates useful advice and your customers will thank you for pushing content that makes their holidays slightly less stressful," Bercovitz says. Use an original hashtag to maintain brand awareness across platforms such as Twitter and Facebook.

Email

Although it's often considered overused, email remains inexpensive and easy to implement when it comes to maintaining contact with existing customers. That's a key to remember – to be effective, email marketing should be used with folks you have already done business with or who have expressed an interest in your business and have requested email from you (otherwise known as permission marketing).

Keep these tips in mind if you plan to use email to support your holiday marketing efforts:

- Keep the e-mail short and sweet. Link directly to the content of interest so you make the process as easy as possible for your customers.
- Clearly state the email's intent in the subject line. For example, "A Special Offer Just for You. Thanks for Your Business in 2013."
- Be festive in your design. Appeal to the sights of the season with a special design for the holidays.
- Follow online marketing rules. Don't forget that online marketing is regulated, so whatever tactics you employ be sure to follow government guidelines that apply to list management, SPAM and other guidelines.

Certified MBEs Continued

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Certified WBEs Continued

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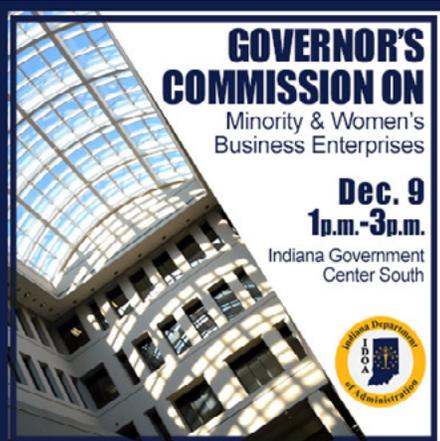
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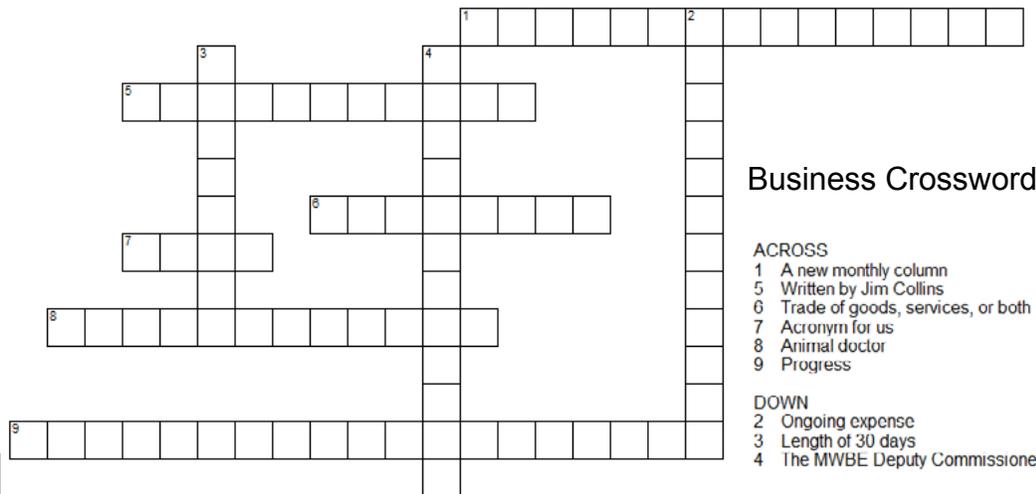
Certification Clinic
for minority & women-owned
businesses

November 20
1p.m.-3p.m.
Indiana Government Center South



**GOVERNOR'S
COMMISSION ON**
Minority & Women's
Business Enterprises

Dec. 9
1p.m.-3p.m.
Indiana Government
Center South



Business Crossword

ACROSS

- A new monthly column
- Written by Jim Collins
- Trade of goods, services, or both
- Acronym for us
- Animal doctor
- Progress

DOWN

- Ongoing expense
- Length of 30 days
- The MWBE Deputy Commissioner



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