The Link to Supplier Diversity

A publication of the Indiana Department of Administration Division of Supplier Diversity

April 2016

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Event Calendar

Pay Audit Webinar	April 13
Certification Webinar	April 20
Gov. Commission Meeting	April 25
Pay Audit Webinar	May 11
Certification Webinar	May 18

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

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State of Indiana Disparity Study Results Released

On Friday, March 18, the Indiana Department of Administration (IDOA) released results from its 2015-16 Disparity Study to the Governor's Commission on Minority & Women's Business Enterprises. The year-long study examined the utilization of minority- and women-owned businesses across the state.

"We're pleased to release the Disparity Study results to the Governor's Commission on Minority & Women's Business Enterprises," said Jessica Robertson, IDOA Commissioner. "These results will allow IDOA to continue our efforts to ensure equal access and opportunity for minority- and women-owned businesses in state contracting."

The study examined the availability of minority- and women-owned businesses for state contracts and compared those data to the actual utilization of minority- and women-owned businesses in state contracting to determine if any disparities exist. BBC Research & Consulting conducted the study on behalf of the state of Indiana and examined contract data for construction, professional services and goods and supplies from July 1, 2009 – June 30, 2013. State statute requires that a disparity study be completed every five years.

Study participants included the Indiana Department of Administration, Indiana Department of Transportation, Indianapolis Airport Authority, Hoosier Lottery and each of the seven state educational institutions – Ball State University, Indiana State University, Indiana University, Ivy Tech Community College, Purdue University, University of Southern Indiana and Vincennes University.

Key findings from IDOA's disparity study include:

• The disparity index across combined sectors of construction, professional services and goods and supplies is 93, indicating near parity in the utilization of minority- and women-owned businesses across the state.

• The disparity index for Public Works contracts—on which the state did not enforce the use of MBE/WBE contract goals during the study period—is 37, indicating a substantial disparity between the utilization and availability of minority- and women-owned businesses.

• Four groups exhibited no disparities when considering all contracts together – white women-owned businesses, Asian Pacific American-owned businesses, Hispanic American-owned businesses and Native American-owned businesses.

• Two groups exhibited disparity indices below parity when considering all contracts together – Black American-owned businesses and Subcontinent Asian American-owned businesses.

• All groups except for Subcontinent Asian American-owned businesses exhibited disparity indices below parity on Public Works contracts.

(Continued on page 04)

Tools for Success

By: Terrie Daniel
Division of Supplier Diversity
Deputy Commissioner

As we move into our busy season of programming, you will notice our theme "A Season to Grow." In the spirit of this theme, I found some really great tips on the Small Business Administration's website that I would like to share with you about how you can successfully grow your business! Take a look…

Ideas for Growing Your Business

1. Open another location. This is often the first way business owners approach growth. If you feel confident that your current business location is under control, consider expanding by opening a new location.
2. Offer your business as a franchise or business opportunity. Franchising your business will allow for growth without requiring you to manage the new location. This will help to maximize the time you spend improving your business in other ways, too.
3. License your product. This can be an effective, low-cost growth medium, particularly if you have a service product or branded product. Licensing also minimizes your risk and is low cost in comparison to the price of starting your own company to produce and sell your brand or product. To find a licensing partner, start by researching companies that provide products or services similar to yours.
4. Form an alliance. Aligning yourself with a similar type of business can be a powerful way to expand quickly.
5. Diversify. Diversifying is an excellent strategy for growth, because it allows you to have multiple streams of income that can often fill seasonal voids and, of course, increase sales and profit margins. Here are a few of the most common ways to diversify:
   - Sell complementary products or services
   - Teach adult education or other types of classes
   - Import or export yours or others' products
   - Become a paid speaker or columnist
6. Target other markets. Your current market is serving you well. Are there others? Probably. Use your imagination to determine what other markets could use your product.
7. Win a government contract. One of the best ways to grow your business is to win business from the government. Work with your State Agency, local SBA or Small Business Development Center to help you determine the types of contracts available to you.
8. Merge with or acquire another business. Two is always bigger than one. Investigate companies that are similar to yours, or that have offerings that are complementary to yours, and consider the benefits of combining forces or acquiring the company.
9. Expand globally. To do this, you'll need a foreign distributor who can carry your product and resell it in their domestic markets. You can locate foreign distributors by scouring your city or state for a foreign company with a U.S. representative.
10. Expand to the Internet. Very often, customers discover a business through an online search engine. Be sure that your business has an online presence in order to maximize your exposure.

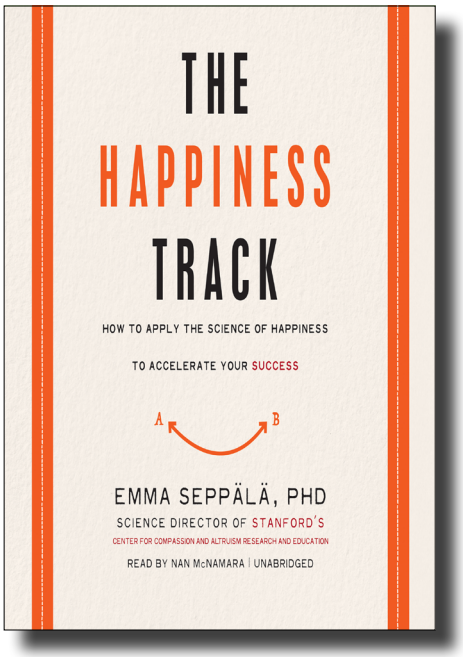
Hopefully, some of these tips helped you think of new ways to expand your business. As always the Division of Supplier Diversity team is here to assist you with how to get connected, so please use us as a resource. May you prosper and be fulfilled in all you do!

Subcontractor & Other Business Opportunities

Project Name	Due Date	Contact Information
Waynetown, IN Water Treatment Plant Project	Tuesday, April 19	Layne Heavy Civil, Inc. Mary Burton Email: mary.burton@layne.com Phone: (812) 865-3232
On-Call Services for Americans with Disabilities Act ("ADA") Compliance	Wednesday, April 20	Indianapolis Airport Authority Courtney Kasper Email: ckasper@ind.com Phone: (317) 487-5044
RFQ for Professional Services: Engineering Firm	Monday, May 2	Indianapolis Airport Authority Kathleen Adkins Email: kadkins@indianapolisairport.com Phone: (317) 487-8578

Business Reads

The Happiness Track
By: Emma Seppala



Everyone wants to be happy and successful. And yet the pursuit of both has never been more elusive. As work and personal demands rise, we try to keep up by juggling everything better, moving faster, and doing more. While we might succeed in the short term, it comes at a cost to our well-being, relationships, and, paradoxically, our productivity. In The Happiness Track, Emma Seppala, the science director of the Center for Compassion and Altruism Research and Education at Stanford University, explains that our inability to achieve sustainable fulfillment is tied to common but outdated notions about success.

Business Quote

"The value of an idea lies in the using of it"
– Thomas Edison

#FLM2016 Financial Literacy Month

National Financial Literacy Month is recognized in the United States in April in an effort to highlight the importance of financial literacy and teach Americans how to establish and maintain healthy financial habits. Americans carry more than $2 trillion in consumer debt and 30 percent of consumers report having no extra cash; making it impossible to escape the burden of living paycheck to paycheck.

In the spirit of National Financial Literacy Month, the Division of Supplier Diversity has compiled a list of educational resources available to Hooisers that will promote long-term financial solvency.

Indiana MoneyWise

Indiana MoneyWise, formerly known as Indiana Investment Watch, is a financial education program. When Indiana Investment Watch was launched, it was limited to spotting and avoiding investment schemes and fraudsters. Through Indiana MoneyWise, the Indiana Secretary of State's office has broadened its focus to include teaching Hoosiers about financial literacy skills. This enhanced program will expand its focus and content to place areas of emphasis on smart money management skills aimed at key demographics. Be sure to check out their Educational Resources Section. http://goo.gl/ebuviD

Money Management International

MMI is the largest nonprofit, full-service credit counseling agency in the United States. Since 1958, they have been helping consumers find the tools and solutions they need to achieve financial freedom. They provide professional financial guidance, credit counseling, community-wide educational programs, debt management assistance, bankruptcy counseling and education services, and housing counseling assistance to consumers via phone, Internet and in-person sessions. MMI is a member of the National Foundation for Credit Counseling (NFCC), Financial Counseling Association of America (FCAA), Consumer Federation of America (CFA), and National Council of Higher Education Resources (NCHER). To learn more about Money Management International's financial services and education resources visit http://goo.gl/aDU2Jf

Jump$tart Coalition for Personal Financial Literacy: Indiana Coalition

The Jump$tart Coalition for Personal Financial Literacy is a 501-c-3 tax-exempt non-profit organization based in Washington, D.C. As a coalition, it is an organization of organizations that share a commitment to advancing financial literacy among pre-school through college-age youth and working collaboratively toward effective financial education.
Today, the Jump$tart Coalition includes 150 national partner organizations from the business, financial, non-profit, association, academic, government, and other sectors. If your organization is interested in joining Jump$tart, please contact the national office for more information. The coalition also consists of a network of 51 affiliated state coalitions , including Indiana, and their local partners. The grassroots coalitions are independently governed and operated, and linked to the national coalition through an affiliation agreement which fosters cooperation and support. Visit http://goo.gl/haZdPS for more information specific to the Indiana coalition.

Financial Literacy Massive Open Online Course (MOOC)

The Hoosier Lottery and Ivy Tech Community College have partnered to create a free Massive Open Online Course (MOOC) aimed at providing financial literacy instruction. This course is available to all Hoosiers as a resource to assist with individual finances. Participants are offered the opportunity to learn various aspects of financial literacy and money management through four modules.

Each session is an interactive experience for participants and uses videos and activities that are designed to be motivational and entertaining. Courses are self-paced and can be completed on individual schedules. Recipients will receive a certificate upon completion. Join the free Financial Literacy MOOC at http://goo.gl/dRrmzz

Disparity Results (cont.)

"The results of the state of Indiana Disparity Study are consistent with what we've seen across the country," said Dr. Sameer Bawa, Director at BBC Research & Consulting. "When participation goals are established and monitored for minority- and women-owned businesses, those groups fare much better in contracting and have higher utilization numbers than when goals are absent."

Next Steps: The Governor's Commission on Minority & Women's Business Enterprises will review findings from the report to set participation goals for state contracting for minority- and women-owned businesses on April 25, 2016.

You can view the full Disparity Study report on the IDOA's website at www.in.gov/idoa/mwbe/2985.htm.

GOVERNOR'S COMMISSION ON MINORITY & WOMEN'S BUSINESS ENTERPRISES

The Governor's Commission on Minority and Women's Business Enterprises will hold a meeting to set M/WBE utilization goals. This meeting is free and open to the public.

REGISTER HERE

April 25, 2016

1:00 P.M. – 3:00 P.M.

Indiana Government Center South
Conference Center, Room A
302 W. Washington Street
Indianapolis, IN 46204

Certified WBEs

A & M Door, Inc.
Christy Herron
(317) 222-5897
gladys@aandmdoor.com

Braco, Inc.
Brittany Hazelwood
(270) 826-3867
blhazelwood@bracoinc.com

Coleman Insulation Company
Melissa Coleman
(219) 929-6492
colemaninsulation@frontier.com

Great Lakes Communications, LLC
Tabatha Alvarado
(219) 663-0237
sherryrundlett@yahoo.com

Indy Rental & Sales, Inc.
Kelley Bowling
(317) 859-8593
kbowling@indyrents.net

Insights Consulting, Inc.
Kelly Hartman
(317) 396-0683
Khartman@insightsonline.net

MACK Construction Services, LLC
Nancy Carreon
(773) 525-3411
info@mackcs.com

Plina, Inc.
Plina Kilgore
(219) 746-9217
plinainc@sbcglobal.net

Quality Case Management, Inc.
Cynthia Wells
(317) 690-9342
cindy@qualitycm.com

Certified MBEs

#1 Sourcing Solutions, Inc.
Gail Coates
(812) 430-5332
gbcoates2000@yahoo.com

Mendoza Landscape Contractor
Javier Mendoza
(317) 535-5607
javmen@msn.com

Ramon Excavating
Tom Ramon
(812) 825-2164
ramontom@yahoo.com

Apex Consulting & Surveying, Inc.
Nana Opoku
(260) 755-5993
nana@apexsurveying.net

Bootmakers, LLC
Vidhya Lyer
(765) 412-7243
info.bootmakers@gmail.com

Davis Dade Security, LLC
Christopher Dade
(1219) 577-4161
chrisd@protectwithdds.com

Jackson Demolition Services Enterprises
Beverly Jackson
(574) 542-2871
jacksons@pwrtc.com

M.A.M, Inc.
Zeinia Albakri
(312) 636-0669
atmicou@gmail.com

Certified VBEs

Acme Sports, Inc.
Joe Hardesty
(812) 522-4008
acmesports@comcast.net

Sudoku

Complete the grid so that every row, column and 3x3 box contains every digit from 1 to 9 inclusive.

4			1	3			7	
1	8			6	7			
5				4				
	6					4		7
		7				6	2	
		3	9					8
				1		3		
					4		5	

North Central Indiana Business Conference

A Season to Grow

June 8, 2016
8:00 a.m. - 4:30 p.m.
Saint Mary's College Student Center
Notre Dame, IN

Educational workshops, resources and plenary sessions will provide tools for minority-, women-, and veteran-owned business success at the 2016 North Central Indiana Business Conference.

Expert presenters will discuss strategies for accessing capital, leveraging your certification, doing business across the state and more! In addition, attendees will be able to network with public and private procurement agents from across the state.

Attendees will have the opportunity to grow their business relationships from good to great through networking and informational seminars throughout the day.

You won't want to miss this conference!

Presented By:
The State of Indiana
Division of Supplier Diversity
In conjunction with Saint Mary's College &
the City of South Bend

For more information
Visit http://www.in.gov/idoa/mwbe or call (317) 232-3061

Contact Us

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

Deputy Director of Certification
Amy Wolf
(317) 234-3426
awolf@idoa.in.gov

Deputy Director of Business Development & Compliance
Courtney Edmonds
(317) 234-3428
cedmonds@idoa.in.gov

Business Development & Outreach Manager
Michael Babcock
(317) 234-5360
mbabcock@idoa.in.gov

Business Relations Specialist
Isabel Smith
(317) 234-3421
ismith@idoa.in.gov

Jocelyn Williams
(317) 234-3425
jowilliams@idoa.in.gov

Certification Program Coordinator
Kesha Rich
(317) 234-9521
krich@idoa.in.gov

Ellen Brassard
317) 233-1872
ebrassard@idoa.in.gov

Sudoku Solution:

4	2	6	1	3	8	5	7	9
7	3	5	4	2	9	8	6	1
1	8	9	5	6	7	2	3	4
5	1	2	7	4	6	9	8	3
9	6	8	2	5	3	4	1	7
3	4	7	8	9	1	6	2	5
6	5	3	9	7	2	1	4	8
8	7	4	6	1	5	3	9	2
2	9	1	3	8	4	7	5	6