



# 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

February 16, 2024

Ms. Stephanie McFarland  
**McFarland PR & Public Affairs, Inc.**  
1041 Shelby Street  
Indianapolis, IN 46203

Subject: Application for WBE Certification

Dear Ms. McFarland,

**Congratulations!** The Indiana Department of Administration, Division of Supplier Diversity is pleased to inform you that **McFarland PR & Public Affairs, Inc.** is hereby certified as a Women's Business Enterprise (WBE).

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

### UNSPSC CODE(S)

<i>Code</i>	<i>Description</i>
80141500	Market research
80141633	Search engine marketing
80141636	Search engine marketing
80170000	Public relations and professional communications services
80171503	Public relations situation and issues and risk analysis
80171702	Brand promotion and management service
80171800	Media relations services
80171802	Media relations and advisory services
81162303	Content management process as a service
92101503	Community outreach programs
93000000	Politics and Civic Affairs Services

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 recertification and it is valid through **February 28, 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: McFarland PR & Public Affairs, 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

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