

**Division of Supplier Diversity  
2018 Outreach  
Summary Report**



11/30/2018

# From the Commissioner

Welcome to the Indiana Department of Administration's 10<sup>th</sup> Annual Indiana Division of Supplier Diversity Business Conference Season!

For nine years, the Division of Supplier Diversity has brought together business leaders, partners, and fellow state agencies who share in the commitment to position minority- and women-owned businesses for growth. Entering into our 10<sup>th</sup> year, it is an exciting

time for the Division as we transform our operations to continuously improve our ability to provide knowledge, service, and value to our businesses. This year's conference agenda promises something for each of you with its diverse array of presentation topics and exhibits.

Your presence is an indication that you are committed to making a positive difference, not only in your community, but throughout the Hoosier state. As you network, we hope the strategies and practices exchanged during the conference will serve in the best way possible. I encourage you to take advantage of all the opportunities available here today.

I'd like to thank each of you for attending and bringing your expertise to this conference. You, as business leaders, possess the vision, knowledge, and wherewithal to assist the State of Indiana pave our way into the future. We should all be very proud of our achievements so far and excited about where we are headed.

Sincerely,



Lesley A. Crane, *Commissioner*  
Indiana Department of Administration



**LESLEY A. CRANE**  
**IDOA COMMISSIONER**

# About Us

The Indiana Department of Administration (IDOA) Division of Supplier Diversity (DSD), acts on behalf of the State of Indiana to actively promote, monitor and enforce the standards for certification of minority and women's business enterprises. The Division was established in 1983 by the State of Indiana when Indiana Code 4-13-16.5 became law.

## Our Mission

Our mission is to provide equal opportunity in the state's procurement and contracting process to minority and women owned enterprises by way of certification, outreach and compliance.

## Meet the Dream Team

### DIVISION OF SUPPLIER DIVERSITY

#### Maia Siprashvili- Lee Deputy Commissioner

Responsible for the oversight of all Division of Supplier Diversity operations to measure and ensure the responsibilities of the Division are being fulfilled.

#### Kesha Rich Deputy Director of Development and Compliance

Responsible for managing the duties related to business development and contract compliance to ensure certified businesses are receiving fair and equal resources.

#### Amy Wolf Deputy Director of Certification

Responsible for all operations concerning the certification process, including the status management of both new and current applicants and general certification education.

#### Vivian Cage Office Administrator

Acts as the primary point of contact for all internal communications in addition to performing administrative duties that support all other organizational positions.

#### Amber Sapenter Business Outreach Manager

Responsible for supporting the Division's business development by managing outreach initiatives, external communications and event programming for M/WBEs.

#### Yvette Johnson MWBE Certification Specialist

Responsible for the evaluation of MBE and WBE certification applicants by reviewing and identifying both the scope and ownership of each applying business.

#### Corlisha Mitchell Contract Compliance Manager

Responsible for all external communications and review of IDOA compliance matters relative to the goals of MBE and WBE participation on state funded contracts.

#### Ralph Adams Contract Compliance Manager

Responsible for all external communications and review of IDOA compliance matters relative to the goals of MBE and WBE participation on state funded contracts.

#### Carmen Lendezma MWBE Certification Specialist

Responsible for the evaluation of MBE and WBE certification applicants by reviewing and identifying both the scope and ownership of each applying business.

# Our Focus on Outreach

One of our primary functions is to actively promote the standards of certification for Minority, Women's and Indiana Veteran Owned Small Business Enterprises (M/W/IVOSBE). In an effort to assist these enterprises gain access to state contracts, we go beyond the simple act of making our services open to the public.

We have redefined what it means to make our free resources more available and accessible by way of outreach programs, business conferences, online training, contract matchmaker events, and corporate partnerships that cover the State of Indiana.

Through outreach and business development, we actively engage and inform the Minority Business Enterprise (MBE), Women's Business Enterprise (WBE) and Indiana Veteran Owned Small Business Enterprise (IVOSBE) community of the resources that are available by meeting them where they are whether it be through location, capacity or need.

## Our 2018 Outreach Initiatives

Through our business development, we continue to provide existing and potential vendors with unique opportunities to network and build relationships with our various stakeholders: government entities, private sector organizations, prime contractors, and other certified vendors.

To ensure that certified and potential certified businesses were provided with the tools they sought after to succeed in 2018, DSD planned and developed more targeted and in-depth educational program initiatives.

The 2018 outreach initiatives were based on the feedback received from our 2017 business conference attendees and participants. This feedback, collected via surveys, identified what components of the business conferences the represented businesses found most valuable. We recognized there was a high level of interest in activities that included networking, engagement with knowledgeable panelists, and ways to leverage the MBE, WBE certification. As a result of this input, DSD decided to focus our outreach efforts in the following two areas -- educational programming and networking opportunities. The sessions for our educational programming would include information on contracting opportunities, certification tips and tools, and financial resources. As we developed the workshops for the 2018 business conference season, the above mentioned topics represented the direction we wanted to go.

Financial  
Resources



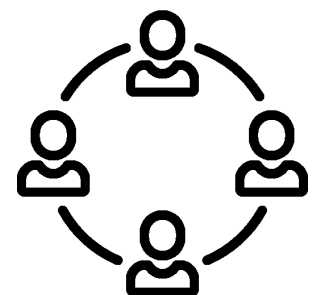
Contracting  
Opportunities



M/WBE  
Certification



Networking  
Opportunities



# Business Conference Season 2018

Each year, DSD hosts multiple regional business conferences across the State of Indiana. The 2016 business conference season theme was *A Season to Grow*. The resources provided would help businesses identify what “seeds” they needed to invest in their business in order to see the benefit of growth. The 2017 theme was *A Season for Success*. After applying the tools from the previous year, during *A Season for Success*, attendees were given new tools to help them become more successful businesses. In 2018, the theme *A Season to Connect* focused on expanding one’s success by making new professional connections and building a reliable network.

In 2018, we hosted four regional business conferences that took place in the months of May, June, August, and September in the cities of Evansville, Gary, Columbus, and Indianapolis. During *A Season to Connect*, we offered a variety of sessions, such as workshops, plenary sessions, panel discussions and lots of networking opportunities, each one different from the last.

## Business Conference Regions

1st



2nd



3rd



4th



## Business Card Exchange/ Networking Lunch



The Business Card Exchange and Networking Lunch encouraged businesses to connect with one another as well as representatives from local and large corporations. Over lunch, attendees were given one simple directive -- make a connection and exchange business cards. In doing this, businesses were able to build a personal connection to a professional beginning.

## Business to Business Showcase



The Business to Business (B2B) Showcase was a more formal way for attending businesses to interact. Participating vendors were provided an exhibitor space to represent their business. This option was primarily extended to certified MBEs and WBEs, however, private companies, government agencies, State Educational Institutions (SEIs), and other supporting organizations were able to participate as well.



# 2018 Conference Details



**1st** The first regional business conference of the year was in Southern Indiana on May 14<sup>th</sup> where we made a return to Evansville, Indiana. University of Southern Indiana, a participating sponsor of the business conference series, *A Season to Connect*, provided the Griffin Center as the venue to host the conference.

**2nd** The second regional business conference was held in Northern Indiana on June 11<sup>th</sup> in Gary, Indiana at Ivy Tech Community College. For the first time, this conference was held in conjunction with the Governor's Commission on Minority and Women's Business Enterprise's second quarter commission meeting. The meeting was hosted by Northern Indiana Commissioner, Ms. Francis Vega-Steele.



**3rd** The third regional business conference was held in South Central Indiana on August 13<sup>th</sup> in Columbus, Indiana at the Columbus City Hall. This conference was also held in conjunction with the Governor's Commission on Minority and Women's Business Enterprise's third quarter commission meeting. The meeting was hosted by Central Indiana Commissioner, Ms. Cassandra Wilson.

**4th** The fourth and final business conference, on September 27<sup>th</sup>, marked the *10<sup>th</sup> Annual Division of Supplier Diversity, Business Conference* held in Indianapolis, Indiana at the Indiana Government Center South Conference Center. This conference uniquely included a B2B Showcase with more than 60 participating vendors. Amongst the exhibitors were the Governor's Commission on Minority and Women's Business Enterprises and State Educational Institutions (SEIs), who sponsored the 2018 business conference season.



# Resources Provided to the M/WBEs

Each business conference included carefully planned workshops that were created to: encourage businesses to obtain their MBE or WBE certification; inform businesses of the available contracts; provide additional business resources.

In 2018, DSD provided the following workshops during the business conference season, *A Season to Connect*:



## Accessing Capital – Money Talks

A panel of presenters, with both traditional and non-traditional financial approaches, outline the different ways a business can access capital with their respective institutions. This workshop also provides attendees with industry tips on how to secure funding and take capital to fund the operations of a business venture.

## Bonding Basics – Let’s Get Bonded

This workshop addresses the concerns businesses face when planning to secure bonding insurance. Presenters bring context to how important bonding can be for one’s business while giving pointers on how a business can become a bonded institution.

## Contracting Opportunities: Local, State & SEI

From infrastructure to education, the State of Indiana has a list of contracts that require services from a variety of different contractors. In this workshop, attendees are presented with contracts that can be obtained through local branches of government, state agencies and State Educational Institutions.

## Doing Business with Large Corporations

This workshop solidifies the fact that having a MBE or WBE certification with the State of Indiana can help a business secure contracts with large corporations that are nationally and even internationally known. Attendees are provided with an overview of the resources needed to do business with these well-established companies. Businesses also receive valuable insight over the procurement processes straight from the source.

## Doing Business with Local Corporations

This workshop encourages business to stimulate economic growth in their own cities by going after contracts provided by local corporations. This workshop address the procurement process of select local companies and focus on upcoming contracting opportunities for minority- and women-owned businesses. Presenting companies also take this time to recognize the unique process and policies businesses should become familiar with when looking to secure a contract.

## Doing Business with Municipalities

Government funded contracts have to meet the required level of MBE and WBE participation in order to be in compliance with the regulations of the funding. As a municipality, it is essential that the compliance matters are met on each government funded contract. However, the process followed to secure a contract in the public sector is different than the processes followed in the private sector. This workshop identifies how to do business with various municipalities and how to remain compliant when a business has secured a government funded contract.

## Leveraging Your Certification: What’s Next?

Attendees learn the key differences between common certifications that are targeted towards minority business owners and women business owners. Panelists explain how to optimize the potential of different certifications as a way to “get your foot in the door” of a contract. Entrepreneurs, who have made their certifications work for them, share their stories and tips on how to leverage one’s certification.

# Corporate and Community Partnerships

In order to magnify our outreach efforts, DSD partners with organizations and entities that have the same aspirations and share a similar goal to increase diversity and inclusion across Indiana.

Our corporate or community partnerships vary depending on each organization's needs and/or event type. Over the years, the Division of Supplier Diversity has maintained existing and formed new partnerships with different organizations. Our partners support us through their sponsorship, collaborative planning on events, participation as a presenter, or as a vendor at our events. In return, we have been able to support them by participating in their events in various capacity.

## Indiana Black Expo (IBE) Summer Celebration

In July, Indiana Department of Administration Division of Supplier Diversity participated in a series of events hosted by Indiana Black Expo for their Summer Celebration. Our participation included being a program sponsor for the IBE Mayor's Breakfast and a table sponsor for the IBE Governor's Reception. We also hosted the *Business Opportunities with the State of Indiana* workshop at the *IBE State Day – Business Conference* and took part in the three-day-long Indiana Black Expo Consumer Exhibition as a vendor.



## Strike a Match with IEA



This year, DSD received a grant from Indiana Energy Association (IEA). This grant required us to plan and organize a private matchmaker event for IEA, where we would match 50 of our certified businesses to the available contracts provided by the 5 participating IEA energy companies. The title of this contract matchmaker event was *Strike a Match with IEA*.

To plan *Strike a Match with IEA*, we reviewed over 40 contract opportunities and created a system that compared the qualifications of each contract to the services provided by our certified businesses. Through this process, DSD was able to reduce hundreds of candidates down to the 50 most qualified businesses that would be invited to *Strike a Match with IEA*.



The participating IEA members were represented by the following utility companies: Indiana Michigan Power, Citizens Energy Group, Duke Energy, NiSource and Vectren. By the request of Indiana Energy Association, this event was held in Evansville, IN at the University of Southern Indiana, Griffin Center. *Strike a Match with IEA* received wonderful reviews and was seen as a valuable use of time by both the certified businesses that attended and the representing Indiana Energy Association members.



# Out in the Field

Throughout 2018, DSD has participated in more than 30 external events across Indiana. Our involvement has been a presenter, panelist, exhibitor, sponsor or our support as an attendee.



## Corporate and community partners whose events we have attended in 2018:

- American Council of Engineering Companies (ACEC) Indiana
- City of Indianapolis Office of Minority and Women Business Development (OMWBD)
- Indiana Commission on the Social Status of Black Males (ICSSBM)
- Indiana Black Expo (IBE)
- Indiana Civil Rights Commission (ICRC)
- Indiana Commission for Women
- Indiana Constructors, Inc.
- Indiana Latino Expo (ILE)
- Indiana Latino Institute (ILI)
- Indiana Small Business Development Center (ISBDC)
- Indiana State Fair
- Indianapolis Airport Authority (IAA)
- Indianapolis Urban League
- IndyGo
- Mid-States Minority Supplier Diversity Council (MSDC)
- National Association of Women Business Owners (NAWBO)
- Purdue University
- Sagamore Institute
- U.S. Small Business Administration (SBA)
- Urban League of Northwest Indiana
- Women's Business Enterprise National Council (WBENC)

# Digital Developments

The Division of Supplier Diversity is inclusive in our measures to be as accessible as possible. Although we travel across the state to increase business engagement, we also have digital strategies and procedures in place for those who are still unable to attend our events. On our website, <https://www.in.gov/idoa/mwbe>, we are able to continue our outreach initiatives, to provide M/W/IVOSBEs with the resources needed to secure contracts, through the consistent and updated promotion of our services and events.



Our *Business Opportunities* page is updated weekly with new bid postings that are available from government agencies and other external organizations. On our *Events* page, individuals can also access a list of our upcoming events, which include our business conferences and access to our monthly IDOA certification webinar.

From November 2017 to October 2018 our certification webinar has received participation from 70 attendees looking to learn about the process to become a certified MBE or WBE. As an additional measure, each week we send out emails to over 4,000 recipients and notify them of subcontracting and other contract opportunities with the State of Indiana and other organizations.

The Division of Supplier Diversity is also active on three popular social media platforms – Facebook, Instagram, and Twitter – where businesses are able to follow us and find out about our community involvement as it is happening. As we head into 2019, we plan to incorporate more social media initiatives into our program.

Stay Connected. Follow Us on Facebook, Instagram, and Twitter!



@IDOA.MWBE

@Indiana\_DSD

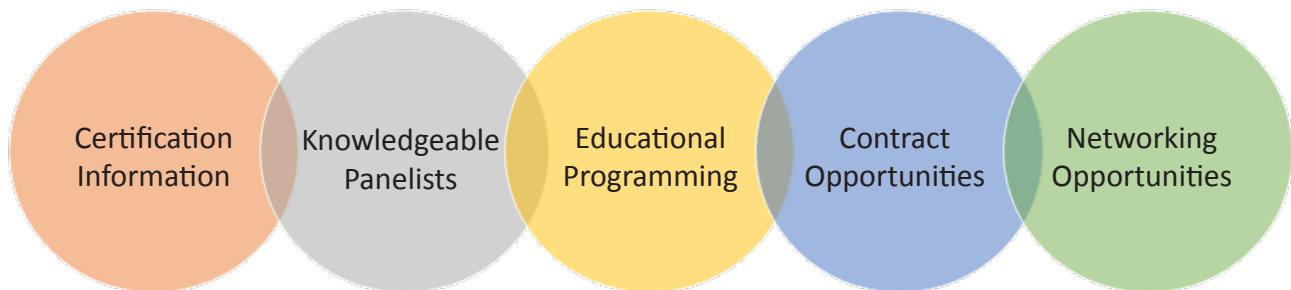
@Indiana\_DSD

# 2019: The Power of Now

## Division of Supplier Diversity 2019 Outreach Program

As we enter 2019, we look to provide an outreach program that is reflective of our audience, one that is both resourceful and innovative. As a Division, we value the input of the businesses that attend our events. To better serve their needs, we listen to their suggestions and work diligently to include their ideas into our annual programming.

Based on the surveys and communications collected during our 2018 outreach events, our businesses find the most value in the following areas:



In 2019, we will also be the certifying agency for Indiana Veteran Owned Small Businesses (IVOSB). We now have the opportunity to engage and include veteran owned businesses in our programming. Throughout the year, we plan to promote the IVOSB certification and collect targeted communications from IVOSBs to learn what they find valuable. Through outreach, we will look for new ways to accommodate the values of our market.



The 2019 regional business conference theme is *The Power of Now*. In previous years, we provided our businesses with resources they could sew into their company in order to grow and prepare for a successful future. This conference season will introduce tools and resources that M/W/IVOSBEs can implement immediately, so they may position themselves to be modern and successful in a highly competitive market. The workshops during this conference season will shed light on industry knowledge and tips that can be used by any business regardless of their sizes or level of development.

To us, it is important that we take every opportunity to communicate with our businesses. We will continue to be attentive to our external communications by developing strategies and tactics that encourage a more engaging social media platform. In addition, we will continue to host monthly certification webinars, post weekly contract opportunities, and email our certified vendors about what is available.

Partnership with our stakeholders will remain a priority. In order to promote awareness of our services, we will build new and unique partnerships with corporate and community leaders. We look to develop relationships with those that share the same unifying value of promoting diversity in Indiana.

# A Huge Thank You to the Division of Supplier Diversity 2018 Contributing Sponsors:



If you would like to become a contributing sponsor, or learn more about how your business can directly support the Division of Supplier of Diversity, please email us at [MWBE@idoa.in.gov](mailto:MWBE@idoa.in.gov) or give us a call at 317-232-3061 for more information.