The Catalyst

11TH ANNUAL RELATIONSHIPS TO PARTNERSHIPS SESSIONS

The Supplier Diversity Coalition of Greater Lafayette is presenting its 11th Annual Relationships to Partnerships Sessions on November 20th, 2015 at Purdue University’s Stewart Hall.

The event will kick off with a panel discussion focusing on this year’s theme, “Navigating Your Firm’s Financial Future.” The panel will feature representatives from the financial banking sector and diverse business owners. This outstanding panel will be facilitated by President and CEO of Greater Lafayette Commerce, Scott Walker.

Following the plenary session there will be two concurrent break out sessions where attendees will listen to presentations from decision makers and experienced business owners. One session will focus on Construction and Architecture/Engineering Services while the other will focused around Goods, Marketing and IT and all Other Professional Services. After presentations, attendees will network with representatives from the area’s largest firms.

The event culminates with an awards luncheon featuring keynote speaker, Michael A. Grant, President of the National Banker’s Association.

Register today to take advantage of early bird pricing; $35 until October 31st, $45 until Nov. 16th and $50, the day of the event, $25 for lunch only.

For more information and to register for the 11th Annual Relationships to Partnerships Session visit www.conf.purdue.edu/r2p11.

PURDUE FOUNDRY ANNOUNCES NEW PROGRAM TO HELP WOMEN ENTREPRENEURS

WEST LAFAYETTE, Ind., - Officials from the Purdue Foundry on Tuesday (Oct. 6) announced a new program that will provide necessary resources to women entrepreneurs across Indiana.

The program named WomenIN, is aimed to enrich the statewide entrepreneurial ecosystem by providing resources normally reserved for Purdue Foundry clients, to all women, and also is aimed to engage more women in technology and entrepreneurship.

CONTINUED ON PAGE 5—See Purdue Foundry
FORMER STATE REP. BILL CRAWFORD DIES

INDIANAPOLIS - Former Indiana State Rep. William A. Crawford, whose 40-year record of service in the Indiana General Assembly brought him national acclaim as a champion for social justice and racial equality, died today at the age of 79.

Crawford retired in 2012 as the longest-serving African-American state lawmaker in the country, but the impact of his work in office went far beyond years of service.

"He was a giant among men," said House Democratic Leader Scott Pelath from Michigan City. "He was a legend, even as he lived. No one in the history of Indiana was a stronger voice for the voiceless. The echoes are everlasting. I will never forget these things. Most of all, I will remember his winning smile, which could fill and illuminate an entire room."

Crawford’s commitment to public service was instilled even before he came to the Indiana House in 1972. He often commented that the 1968 assassination of Dr. Martin Luther King, Jr. inspired him to get involved in the movement for equality and justice. He was elected as part of a multi-member district with the late Congresswoman Julia Carson.

Crawford was fond of using a saying from former Minnesota Senator Hubert H. Humphrey to describe his philosophy as a public servant: “The moral test of government is how that government treats those who are in the dawn of life, the children; those who are in the twilight of life, the elderly; and those who are in the shadows of life, the sick, the needy, and the handicapped.”

Upon coming to the House, Crawford became a member of the Indiana House Ways & Means Committee, and began an involvement with fiscal matters that extended throughout his time in the Legislature. In 2002, he became the first African-American lawmaker to serve as chairman of Ways & Means. In that role, he authored three biennial state budgets.

To Read the Full Statement from Bill Crawford’s family, visit: Indianahousedemocrats.org

“No one in the history of Indiana was a stronger voice for the voiceless.”

SUPPLIER DIVERSITY COALITION OF GREATER LAFAYETTE UPDATE:

Coalition members encourage diverse suppliers to attend the 11th Annual Relationships to Partnerships Session on Nov. 20th at Purdue University’s Stewart Hall. This is your chance to meet with decision makers from Coalition companies plus gain valuable financial insights from Michael A. Grant, President of the National Banker’s Association.

To register visit: WWW.CONF.PURDUE.EDU/R2P11

September Supplier Diversity Development Coalition of Greater Lafayette speakers:

QUEST SAFETY PRODUCTS, LLC with Sam Yadav

COVENANT SECURITY SERVICES, LTD. With William Alton

October Supplier Diversity Development Coalition of Greater Lafayette speakers:

APOLLOS WATER with Kristi Snyder & Brooks Snyder

NUTRIPLEDGE, LLC with Brittany Smithee

Interested in Presenting Your Business to the Supplier Diversity Development Coalition of Greater Lafayette?

Contact Marta Foth at marta@purdue.edu to get details and learn requirements necessary to present your diverse enterprise to the Supplier Diversity Development Coalition of Greater Lafayette.
SUPPLIER DIVERSITY @ PURDUE

2015 Fall Advocacy Meeting will take place on October 15, 2015

Every autumn the Office of Supplier Diversity Development at Purdue University hosts its fall advocacy meeting. The purpose of the bi-annual advocacy meetings are to engage with internal and external customer groups to assess the effectiveness of the supplier diversity program. At the meeting information is shared on the various programs and initiative surrounding supplier diversity at Purdue University and valuable feedback is received from representatives from entities the program seeks to assist, most notably, minority and women owned businesses.

Transparency and Accountability Are Key to MWBE Participation

In Procurement Service’s continuing effort to ensure an open and competitive environment for the procurement of goods and services at Purdue University, information regarding bid opportunities for goods and services procured through Procurement Services is now available online.

Beginning in 2015, Purdue University’s Energy and Construction—Department of Capital Program Management has required general contractors awarded Board of Trustees level projects to report sub-contractor spend with each pay application. This level of accountability in reporting will aid in assessing the economic impact of Purdue University within the diverse business community and across the state.

For more information visit links provided under “Access Opportunity @ Purdue”

2015 Disparity Study

Purdue University is participating in the 2015 State of Indiana Disparity Study. The study compares the actual number of minority and woman-owned business enterprises (M/WBE) that exist in the state against the actual number of M/WBEs being utilized in state government contracts. A disparity exists when there is underutilization of available M/WBEs. The study began at the start of 2015 and will conclude with the release of the final report in January 2016.

For information on the State of Indiana Disparity Study visit: www.in.gov/idoa/mwbe/
7TH ANNUAL DSD BUSINESS CONFERENCE

Setting a new DSD record with more than four hundred people in attendance, the 7th Annual Division of Supplier Diversity Business Conference (DSDBC) was a major success.

On Wednesday, September 23, the conference began with a Welcome & Awards reception in the courtyard of the Indiana Government Center. Free and open to the public, many of our certified business owners and conference attendees took the opportunity to network with our presenting sponsor Comcast and partners.

“The décor and atmosphere was great. I always enjoy attending the [Division of Supplier Diversity’s] events because I always leave more informed and inspired. [The reception] gave me a fresh wind in my sail... It was truly amazing and memorable.” said Nick Lunn, Owner, Cornerstone Construction, MBE certified.

Special awards and recognition were given to Martha Smith, Saint Mary’s Women’s Entrepreneurship Initiative; Rob Halter, Executive Director of Purchasing Services and Business Diversity; Chariece White, Majestic Star Casino; and Lt. Gov. Sue Ellspermann. These organizations and individuals were recognized for their continued commitment and efforts towards supplier diversity.

The educational portion of the conference started out strong with breakfast and opening remarks from presenting sponsor Comcast. Emphasizing that supplier diversity is more than just another corporate initiative, “Diversity within our supply chain gives our company a competitive edge, helps inspire innovation and offers us invaluable insights into the interests and needs of our customers,” said Peter Kiaroulacos, Chief Procurement Officer, Comcast NBCUniversal. The session explained exactly what Comcast requires from potential suppliers and what kinds of goods and services they are actively awarding contracts for.

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This year’s Business Showcase featured more than 70 state certified businesses and partner organizations. Additionally it was attended by both private and government procurement agents from across the state. The Division of Supplier Diversity would like to thank everyone involved with our 7th Annual Business Conference. To the sponsors, presenters, staff, attendees, and to all of our certified businesses that came to be a part of our Business Conference, thank you. We could not have had such a successful event without all of you.

Source: Indiana Department of Administration’s Division of Supplier Diversity; The Link to Supplier Diversity, October 2015 edition. The full newsletter can be found at http://www.in.gov/idoa/mwbe/files/Newsletter2015_October_F.pdf
"Our goal is to increase the participation of women in Indiana's entrepreneurial community"

Griffith Gryga is the chief investment officer of Dreamit and founder of Dreamit Athena, a startup accelerator that provides access to a network, mentors and early-stage capital, in order to obtain more funding for female company founders. She spoke about the unique barriers that women face in entrepreneurship and in getting backed by venture capitalists and angel investors.

"Just 12 percent of venture-backed companies have women in executive ranks, yet studies have shown that companies with women in top management achieve a 35 percent higher return on equity and a 34 percent better total return to shareholders. Regardless of diversity or fairness, this is about straight economics," she said. "Women have challenges in attracting funding because of things such as access to female role models, access to capital, the confidence gap and women's need to multi-task which can limit scale as well as give the tendency to take on too much personally versus aggressively delegating."

Gryga Griffith’s presentation was followed by a panel discussion led by Sherine Abdelmawla, co-founder of AkanoCure; Lalita Amos, a senior executive at Total Team Solutions; Mary Pilotte, director of Engineering Education Undergraduate Degree programs at Purdue; and Sarah Sparker, director of ISEEK.

To learn more about the WomenIN program email foundry@prf.org.

Purdue Research Park contact: Hillary Henry, 765-588-3586, hhhenry@prf.org.

Sources: Juliana Casavan, 765-588-5253, jbcasavan@prf.org
Karen Griffith Gryga, 215-519-1720, karen@dreamitventures.com
ECONOMIC IMPACT REPORT SHOWS PIVOTAL ROLE OF MINORITY-OWNED BUSINESSES IN U.S. ECONOMY

For Immediate Release—September 2, 2015 – As Labor Day approaches, and the country celebrates the economic and social progress of the American workforce, a new study shows the enormous impact that minority-owned businesses have on the economy.

The National Minority Supplier Development Council (NMSDC), in partnership with The Institute for Thought Diversity (ITD), researched the effects of their nearly 12,000 certified minority-owned businesses on the U.S. economy and released their findings in an Economic Impact Report. The report revealed that these MBEs produce over $400 billion dollars in annual revenue and actively employ, either directly or indirectly, more than 2.2 million people. Additionally, minority-owned businesses contribute close to $49 billion in local, state and federal tax revenues.

“It is estimated that minorities will be the new majority in the next 30 years,” said NMSDC President Joset Wright-Lacy. “Attention must be placed on the growth and sustainability of a younger, multiracial population as they become the foundation of the American economy. If minority businesses are not growing and succeeding, the U.S. economy and the global economy will be negatively impacted.”

Scott Vowels, PhD, Co-Founder of The Institute for Thought Diversity (ITD) and a bestselling author, with more than two decades of procurement and supplier diversity experience, led the efforts on this study. He analyzed the sales and revenues from roughly 12,000 NMSDC-certified, minority-owned businesses to determine the effect they have on the U.S. economy. He confirmed, with empirical evidence, that NMSDC-certified MBEs generate positive economic impact in their local communities and in the nation as a whole through job creation, income generation and tax revenue.

According to ITD, minority-owned businesses reinvigorated the stagnant economy, and continue to create sustainable jobs and positively contribute to the tax base. The Institute states that as the U.S. economy is finally getting back on its feet, it cannot do so effectively without supporting and growing these important economic engines.

The U.S. Census Bureau recently released data from its 2012 Survey of Business Owners, which stated that minority-owned businesses are growing faster than nonminority-owned businesses. The number of MBEs in the United States grew by nearly 40% since the last Survey of Business Owners was conducted, which is three times faster than the growth of the minority population.

Wright-Lacy urged corporate America to increase its use of minority-owned businesses because, by promoting supplier diversity, these corporations are helping to support the economic base of the communities in which they live, work and do business.

“Corporate America isn’t just ‘doing good’ by diversifying its supplier base. By bringing more minority owned businesses into the supply chain, corporations are creating the consumer base of the future, which is absolutely critical to their success,” said Wright-Lacy.

Media Contact : Naheed Elyasi 212-944-2430, Naheed.Elyasi@nmsdc.org

NAWBO INDIANAPOLIS VISIONARY AWARDS LUNCHEON 2015

Join NAWBO-Indianapolis at our premier event on December 15th, 2015! The last decade has allowed NAWBO-Indianapolis to pave a trail, showcasing the many successes of women-business owners. From just 200 attendees in its start to well over 1000 today, the continued growth is a testament to the communities desire to see women in business succeed. This event focuses on the announcement of our Visionary Awards recipients, as well as recognition of our numerous corporate partners and supporters.

Attendees enjoy an hour beforehand perusing the exhibit hall then enjoy a luncheon program centered around the announcement of our Visionary Awards recipients, as well as recognition of our corporate partners. More information at nawboindy.org
IN CASE YOU MISSED IT: REAL TALK WITH TODD GRAY

I take great pride in my career as supplier diversity professional. I’ve managed supplier diversity for companies in a variety of industries including banking, retail pharmacy and now as director, Supplier Diversity for Grady Health System (Grady). This range of experience has allowed me to understand how core business and revenue impacts supply chain purchases. As supply chain and procurement progresses, it is important for minority business enterprises to be ahead of dominating trends impacting buying practices.

Perhaps the most impactful supply chain trend for minority enterprises is supplier rationalization (strategic sourcing). Across industries, supply chain continues to trend downwards in the number of suppliers being used. Supplier rationalization is the practice of buying more from fewer sources and subsequently creating cost savings. In addition, ever-tightening corporate budgets now require innovation from diverse suppliers to meet the demands and needs of their clients without increasing cost.

The key to offsetting supplier rationalization is to increase the number of scalable strategic alliances. Health systems are starting to increase their purchasing capacity with Group Purchasing Organizations (GPOs). GPOs source products and services on a health system’s behalf by leveraging the group buying activity. Many of the suppliers to GPOs are non-diverse Fortune 500 companies. Within the supply chain of GPO suppliers, there are opportunities for diverse suppliers with the right capacity and scalability to also compete and provide services on a national level through a GPO.

I’ve seen the benefits of well-prepared suppliers that build successful relationships with a corporation or organization. Suppliers that do best with Grady align themselves to our core values. These are important elements we measure and monitor. They include quality, service, people, stewardship, and growth.

Another behavior of successful suppliers at Grady is having an understanding that our core business is saving lives. The tools and utensils and resources we need to provide a lifesaving service are mostly healthcare-related supplies. Most of the other activities are support services, such as marketing, IT, and facility services. While those are essential services, their purpose in our organization is to support those providing direct patient care.

Understanding how suppliers are measured for viability helps you prepare in building the relationship. There are three primary areas that I use to gauge the viability of a supplier. First, past history and experience within a relevant sector. At Grady, we want to see similar experience in an area we are sourcing.

Second, maximizing representation of your team. If you’re coming in to do a vendor presentation or submitting a written proposal, make sure your proposal speaks to every thread of your organization. Your proposal is the first level of courtship to win a contract, so make it count.

Third, respect for the procurement policies and procedures. We look for all suppliers to be fully responsive and complete for evaluation.

Second tier is not second-class

Second tier is often an entrance to access an opportunity and be a part of a larger-scale contract. In my career I’ve seen many first- and second-tier partnerships team up, grow and pursue other viable opportunities in the market where the diverse supplier becomes prime or they establish multiple joint ventures with 50/50 partnerships.

As for first tier, I believe it is important for me and other supplier diversity leaders to continuously identify, sustain, and develop first tier diverse suppliers who provide essential, mission critical products and services to our companies. It’s vital that we do all that we can to realize the full potential and economic impact of supplier diversity.

I’ve observed that while industries vary from company to company, the standardization of supply chain management yields similar supplier diversity challenges. Within these challenges are the seeds of opportunities for diverse suppliers to grow meaningful supplier relationships with organizations committed to diverse supplier inclusion.

Todd A. Gray is director of Supplier Diversity for Grady Health System where he is responsible for sourcing, contract management, system wide development, implementation and facilitation of Supplier Diversity.

For more information about supplier diversity at Grady Health System, please visit http://www.gradyhealth.org/static/supplier-diversity.