Revolutionary Success
Max Siegel provides keys to small business success at the Relationships to Partnerships Sessions

The 7th Annual Relationships to Partnerships Sessions
Review of the annual conference hosted by the Supplier Diversity Development Coalition of Greater Lafayette and Purdue University

SBA Special Report:
Small Business Administration’s Task Force helps veterans grow their small business

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In 2005, Purdue University took steps to enhance their supplier diversity activities. Since then the University has become recognized as one of the premier supplier diversity programs in higher education in America.

The focus of the program has been outreach. The small staff of three work tirelessly to introduce the diverse business community to decision makers at each of the University’s three campuses. The cornerstone of the outreach efforts of our staff is the Relationship to Partnership (R2P) Sessions that take place each November. R2P is structured to introduce the attending diverse businesses to members of the Supplier Diversity Development Coalition of Greater Lafayette—larger employers of Tippecanoe County—who are committed to expanding opportunities to women and minority firms.

Additionally, Purdue participated in a Disparity Study that was commissioned by the State of Indiana. Purdue’s response to the findings has produced a new, stronger initiative entitled the ACCESS (Advocating Consistent Contracting to Engage Small Businesses for Success) Program. This program is designed to give even more muscle to an already dynamic commitment to the success of Indiana women and minority businesses.

Our office has received numerous awards over the last seven years, including the 2006 Indiana State Hispanic Chamber of Commerce Bronze Sponsorship Award, the 2007 Champions of Diversity Award and the 2010-2011 Workplace Diversity Best Practices Award from the Greater Lafayette Commerce.

We hope you enjoy this edition of the Catalyst. We shall strive to share information about contracting opportunities and activities that will assist you as you seek to provide products and services to the university.

Best,

Jesse L. Moore

Open Bids at Purdue University
Please select the links below for current open bids in construction and procurement:

- Current Construction Bids
- Current Procurement Bids and Proposals

Upcoming Business Development Events

April, 2012
18-19 Indiana Business Opportunity Fair, JW Marriott, Indianapolis, Indiana

June, 2012
7 Construction Connection, Martin University Gathertorium, Indianapolis, Indiana

July, 2012
17 Central Indiana Resource Fair, Indiana Government Center, Indianapolis, Indiana

Jesse Moore is the Director of the Office of Supplier Diversity Development at Purdue University and editor-in-chief of the Catalyst Newsletter.

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The Relationships to Partnerships Sessions Show that Success is a Marathon—Not a Sprint

By Marta Foth, OSDD Staff

On November 16th the Supplier Diversity Development Coalition of Greater Lafayette held the Seventh Annual Relationships to Partnerships Sessions at Purdue University. This session 's theme was Success is a Marathon—Not a Sprint! The event provided opportunities for small disadvantaged businesses to network with buyers with a wide range of procurement needs.

Jesse Moore, Director of the Office of Supplier Diversity Development and SDDC remarked how the event has grown since its inception in 2005. “We have had great success connecting with minority and women business entities from across the state and creating business relationships that have benefitted them as well as Purdue” said Moore. “We usually have had more than 200 businesses participate each year. It’s rewarding to see this effort grow since we started in 2005.”

The event has had many sponsors including Caterpillar, Inc., State Farm, Vectren, Veolia, and the Greater Lafayette Commerce. The event has also received support from both Lafayette and West Lafayette mayors’ offices.

The event opened with the Plenary Session, which was facilitated by Joe Seaman, CEO of Greater Lafayette Commerce, and led by a panel of diverse business owners. After the Plenary Session participants attended three Breakout Sessions: Construction, Architectural/Engineering, and Related Services; Marketing, Computer, and IT Services; and Products, Goods, and Professional Services.

The Awards Luncheon, held after the Breakout Sessions, honored diverse businesses who have provided excellent service in their fields. SDDC and Greater Lafayette Commerce members were recognized for their work with diverse firms as well. This year’s Diverse Business Award was presented to HP Products, a diverse woman-owned business.

Dale McGinty and Howard Davis of HP Products were presented the Award on behalf of Bridget Shuel-Walker, CEO of HP Products. Morgan Burke, Intercollegiate Athletics Director at Purdue University received the Corporate Award for 21% utilization of MWBEs during the renovation of Mackey Arena.

Max Siegel, CEO of Max Siegel, Inc., provided the keynote address during the Luncheon. The former President of Dale Earnhardt, Inc. provided salient advice on how success is gained through perseverance and building positive relationships.
At the Seventh Annual Relationships to Partnerships Sessions, keynote speaker Max Siegel acknowledged how success is indeed a marathon and not a sprint.

Siegel is CEO of Max Siegel Inc., a marketing firm that connects brands with consumers through sports, multicultural, media, and entertainment properties. He has a vast array of experiences that includes a position as Senior Vice President of Zomba Label, President of Zomba Gospel, and President of Global Operations of Dale Earnhardt, Inc. He shared these experiences at the Relationships to Partnerships Awards Luncheon on November 16.

Siegel's history illustrates how the journey to success takes patience and persistence. After overcoming a difficult childhood, Siegel enrolled at the University of Notre Dame where he earned a degree in psychology. Later, he graduated cum laude from Notre Dame Law School. After graduating from Notre Dame he worked for the firm of Baker and Daniels in Indianapolis specializing in sports law. In time he opened his own sports agency which had in its roster clients such as Tony Gwynn and Reggie White, with whom he became friends.

But Siegel expanded his expertise into the entertainment industry as well. After a stint with Tommy Boy Records in the 1990s, Siegel became head of Zomba Label and Zomba Gospel at Sony/BMG. There he represented a variety of acts such as Justin Timberlake, Kirk Franklin, Usher, Kelly Price, and a host of others. But thanks to inspiration from his friend Reggie White, he was about to enter the world of NASCAR.
White, Ronnie Lott, Siegel, and San Francisco 49ers owner Eddie DeBartolo ventured into owning a NASCAR team in 2004. Tragically, their dream suffered a major setback with the death of Reggie White that December. However, Siegel continued to see the growth potential of NASCAR especially in regards to increasing diversity. After connecting with Theresa Earnhardt of Dale Earnhardt, Inc., Siegel began his foray into the world of NASCAR. He would then go on to lead the Drive for Diversity program at NASCAR and became owner of Revolution Racing.

Not one to rest on his laurels, Siegel continued to bring diversity to motor-sports. He produced the series Changing Lanes for BET Networks and the documentary Wendell Scott: A Race Story for ESPN. Currently, he is using his talents to bolster another sporting arena: USA Track and Field.

Remarking on his diverse business ventures, Siegel explains in his blog that change is always a part of life. “I learned a while ago that once ‘I embraced the process’ [of change] I could more effectively navigate uncharted territory. It helped ease my anxiety in unfamiliar and uncomfortable situations. No matter how much pain I experienced and even in the midst of my happiest moment I realized that the process was preparing me for the next chapter in my life and for my next professional platform.”

In spite of his personal achievements, Siegel maintains that success is gained by finding positive ways to affect others. In his latest book Know What Makes Them Tick he explains that building relationships with others equates to individual success. “Stop making everything about you!” he writes. “Start approaching things in a collaborative, mutually beneficial and positive way and you won’t have to wonder why things aren’t happening to you…If you change your focus, your approach and your attitude you are bound to get results you have never imagined possible.”

For more information about Max Siegel, Inc. please visit www.maxsiegel.com.

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With thousands of veterans returning home in the coming months and years, America has both an unquestioned responsibility and a compelling incentive to help them leverage their leadership skills to start or grow a small business and create jobs.

**Accomplishments**

In FY 2011, SBA had one of its strongest years ever in lending to veterans with more than 4,300 loans supporting $1.5 billion in financing for veteran-owned small businesses (VOSBs) through SBA’s top two loan programs.

Since FY 2009, SBA lending to VOSBs nearly doubled. Cumulatively, SBA has made over 12,000 loans to VOSBs supporting over $3.1 billion in lending over the past three years. This includes over $460 million delivered through a streamlined, low-interest program (Patriot Express) for veterans, which SBA extended through 2013.

SBA worked with both contracting officers and VOSBs to deliver the highest-ever percentage of federal contracts to service-disabled veteran-owned small businesses in FY 2010, totaling $10.4 billion. Also, SBA reestablished a level playing field for service-disabled veteran-owned businesses that compete with other small businesses for set-aside contracts.

Since 2009, the SBA has dramatically increased the number of counseling and training resources available to veterans and VOSBs. This includes:

- doubling the number of SBA Veteran Business Outreach Centers nationwide;
- expanding the Entrepreneurship Bootcamp for Veterans with Disabilities to eight top U.S. business schools nationwide, and providing additional online training (Operation Endure & Grow) for reservists and military families;
- funding a first-of-its-kind entrepreneurship program for women veterans at seven U.S. sites (Veteran Women Igniting the Spirit of Entrepreneurship);
- awarding funds for state-based Small Business Development Centers that are reaching out to veteran entrepreneurs and VOSBs; and
- supporting the First Lady’s Joining Forces campaign through continued funding for the Service Corps of Retired Executives (SCORE) which created the Veterans Fast Launch initiative.

Launched in 2011 with representation from the veteran community, SBA’s Council on Underserved Communities will help guide SBA to reach even more veteran entrepreneurs and small business owners, as well as other underserved communities.

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At the President’s direction, SBA led the first-ever Interagency Task Force on Veterans Small Business Development, which included representation from seven federal agencies and four leading veterans organizations. The Task Force is focused on increasing the number of veteran-owned businesses and the number of Americans—including other veterans—those businesses employ. Through public meetings, the Task Force gathered input and ideas which ranged widely in scope, strategy, and feasibility.

In November 2011, the Task Force delivered its first report to the President, which included 18 recommendations across three priority areas:

- **INCREASE OPPORTUNITIES FOR GROWTH.** By increasing the flow of capital and federal contracting opportunities to VOSBs, veterans will have more opportunities to build or expand a business and hire more workers.

  Recommendations include: leveraging new commitments from lenders to serve more veterans, increasing veteran participation in micro-lending and surety bond programs, and more.

- **IMPROVE AND EXPAND COUNSELING AND TRAINING SERVICES.** Tailored business counseling and training services helps put returning veterans—many of whom seek self-employment or small business ownership—on the path to success.

  Recommendations include: augmenting entrepreneurship programs for veterans, revising the Transition Assistance Program to include entrepreneurial resources, and easing navigation for veterans that go online to find federal tools.

- **REDUCE BARRIERS TO GROWTH AND IMPROVE COORDINATION AND EFFICIENCIES.** By improving collaboration and focus across public, private, nonprofit, and academic resources, the federal government can more effectively identify and implement best practices that serve existing and prospective veteran small business owners.

  Recommendations include: reducing barriers for service-disabled veteran-owned small businesses in federal contracting, centralizing information for veteran-owned and service-disabled veteran-owned small businesses, developing streamlined certification processes, and more.

The report also includes additional recommendations ranging from modifications to the G.I. Bill benefits, to greater research surrounding veteran employment data, to revisions to unemployment compensation, and more.

To view the Task Force’s full report, go to www.sba.gov/veterans.

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Purdue Job Order Contracting Event Connects Subcontractors with Prime Contractors

On March 8th 2012 Jesse Moore hosted the Job Order Contracting (JOC) Event at Martin University in Indianapolis. The event provided diverse business attendees access to three JOC contractors who are responsible for construction projects at Purdue University. The contractors in attendance were F.H. Paschen, Olsen Construction and Management, and F.A. Wilhelm Construction Company, Inc.

Over fifty minority, woman, and veteran-owned firms were present at the event. These firms provided a variety of services such as electrical repair, roofing, HVAC, architectural and engineering, and landscaping. While most of these firms are located in Indianapolis some traveled from Gary, Ft. Wayne, South Bend, and Muenster. Some attendees even traveled as far as Ohio, Illinois, and Michigan.

The event kicked-off with a presentation by Dwayne Pierre-Antoine from The Gordian Group, a firm that specializes in implementing JOC in various organizations. According to Pierre-Antoine, the JOC process is described as a “firm, fixed price, competitively bid, indefinite quantity, delivery method” which is used to create a large number of small construction projects. JOC is designed to allow these projects to be completed more efficiently. Pierre-Antoine explained how JOC is beneficial not only to companies, but also to subcontractors in the bidding process.

“[There are] subcontractor benefits with Job Order Contracting: increased subcontracting opportunities (because Prime Contractors must utilize the subcontracting community), a simplified procurement process for Purdue which allows them to procure more quickly in a shorter period of time, and since no projects are identified at the time of bidding, Prime Contractors cannot self perform” explained Pierre-Antoine during the presentation. He also explained that subcontractors can work on multiple projects and develop closer partnerships with the JOC contractors and Purdue.

Purdue Physical Facilities representatives further explained how the JOC process works at Purdue and answered questions regarding construction and upcoming projects for bid. After the presentation the attendees had the opportunity to network with the JOC contractors and Purdue representatives.

Please visit Purdue’s Office of the University Architect to learn more.

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Minority Business Development Needs a New Script

By Melvin J. Gravely, Ph.D

Fifty years of minority business development and the basic script has not changed. Access to markets. Access to technical assistance. Access to capital. I call it the Sacred Trilogy of minority business development. It’s not that this approach has not made progress. It has. The question is...are we still making progress? The signs suggest we’re not. Minority businesses are still seen as less prepared, with less capacity and overall less competitive. The hyper competitive business environment demands suppliers have size, scale and reach. There are still very few minority firms that have this combination of characteristics. The Sacred Trilogy was important but our minority business development efforts simply haven’t kept up.

So what’s the new script for growing minority firms? Simply more focus on the entrepreneur and less on the Sacred Trilogy. You can’t assist everyone. There must be an underlining expectation that a business owner and their business will progress. Minority business support systems must become a means to get businesses to some better place not an ongoing way of life. The new script says you invest your time and attention supporting entrepreneurs of color who can provide a return on your investment. Invest in those who are listening, learning, and growing.

No training, access to markets or access to capital can improve minority businesses without the entrepreneur being engaged. Too often we in the business of helping minority firms grow have been trying to do it without (or in spite of) the minority business owner. It can’t happen no matter how much it makes us feel better for trying. The success of the business doesn’t depend on the ethnicity of the owner but the authenticity of the business. Invest in minority entrepreneurs who understand this is the real color of opportunity. That’s what I think.

What do you think? Email your comments to Dialogue@entrethinking.com.

Melvin J. Gravely, Ph.D. is the head of the Institute of Entrepreneurial Thinking an organization committed to the development of minority-owned businesses. He is the author of six books including When Black and White Make Green and What Is The Color of Opportunity.

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The Office of Supplier Diversity Development would like to congratulate Steve Habben and Kettelhut Construction, Inc. for winning the Indiana Subcontractors Association’s Subcontractor’s Choice Award. Kettelhut was among other Indiana businesses recognized for their work in the construction industry.

The General Contractor of the Year Award’s Banquet crowned ISA’s 2012 Construction Networking Event of the Year. ISA reported record turnout for this year’s program. One hundred two companies participated in the exhibition this year—up from 83 a year ago. The number of nominees for the awards also rose from 10 in 2011 to 18.

The Banquet highlighted four other winners in the remaining four awards: Excellence in Ethics, Project of the Year, General Contractor of the Year Under $100M Annual Revenue, and General Contractor of the Year Over $100M Annual Revenue.

Habben has been in the construction field for nearly thirty years. Before becoming president of Kettelhut, Habben graduated from Purdue University in 1984 from the Building Construction Technology Program. Soon after, he began working at Kettelhut as a project engineer on the addition of the Purdue Civil Engineering building. Habben is also a member of several organizations, including the Indiana Subcontractor’s Association’s membership committee, the Indiana Construction Association’s Labor Relations Committee, and the Purdue University Supplier Diversity Development Advocacy Council. He also serves as president of the Associated Building Contractors of Lafayette.

Founded in 2008, Enginuity Engineering + Management is an engineering design and construction services firm. The firm provides a wide-range of structural engineering design services such as expansion and renovation, new construction, and damage and renovation repair. It also provides construction management, owner representation and product management, and quality control services. Enginuity is a client-focused firm that is dedicated to building successful partnerships with the client, the end-user, and its professional service partners.

Enginuity is certified as an MWBE with the city of Indianapolis, the state of Indiana, and with the Small Business Administration. It is registered as a professional engineer in Kentucky, Ohio, Tennessee, Florida, and Minnesota as well.

Enginuity has prospered under the leadership of its founder, Sahara Williams (pictured above). Her extensive background provides her with the expertise to make Enginuity a success. Williams earned a BS in Civil Engineering from North Carolina A&T and a MS in Civil Engineering from Purdue University. She has worked on projects for The Eli Lily Company, the Indiana Department of Transportation (INDOT), and the new Indianapolis Airport. Williams and her firm have worked on the Wishard Hospital project and other high-profile projects.

Williams’ company has been recognized for its quality and service. It was awarded the Mayor’s Celebration of Diversity Leadership Award as well as the Subcontractor of the Year Award by the Indianapolis Public School Corporation’s Office of Supplier Diversity.

Please visit Enginuity’s website at enginuitymanagement.com.
**2012 IBOF Sneak Peak**

Registration for the 2012 Indiana Business Opportunity Fair has begun. Our theme is “Levels of Success: Certify, Develop, Connect, Advocate”. Here’s a sneak peak at what's scheduled for this year!

**April 18**

4:30-6 p.m. - IMSDC Annual Meeting

Hear from IMSDC's Board Chair, Ken Beteet and President/CEO Carolyn Mosby and staff as they recap 2011 and talk about what's planned for 2012 and beyond with the new strategic plan and focus on growth and capacity building.

6-8 p.m. - "Welcome to Indy" Reception

**April 19**

8-9:30 a.m. - CEO Breakfast (Invitation Only)

8-9:30 a.m. - The RFX Process. Learn about the RFX (Request for Information, Request for Proposal, Request for Quote) process from a panel of individuals representing large corporations. Learn how to move from registration to RFX and some of the various industry processes and requirements that exist.

9:30-11:30 a.m. - Effective Succession Planning for MBEs

Many Minority Business Enterprises (MBEs) are first generation owned. Some mature business owners are ready to retire and younger CEOs need to begin to think about succession planning. Participate in this insightful workshop and learn the importance of effective succession planning for your business.

Noon-2 p.m. - Corporate Luncheon & Awards Presentation

Keynote Speaker: Reginald Williams, President, Procurement Resources, Inc. Reginald Williams is the author of numerous articles and writings on MWBE procurement—including the nation’s most widely recognized text on the subject of minority purchasing, “A Buyer’s Guide to Doing Business with Minority Vendors.” Luncheon will be emceed by Attorney Raphael Sanchez, Board Chair for the Indianapolis Hispanic Business Council.

2:15-5 p.m. - Business Opportunity Fair, featuring the "Bring it to the Table" Matchmaking Sessions

The largest event of its kind in Indiana brings together corporations and certified MBEs to facilitate procurement and business opportunities. We’re bringing back the matchmaking sessions between corporations and MBEs and we have challenged our corporate members to bring specific opportunities to the table to discuss with our certified minority businesses.

**IMSDC to Launch Radio Program**

The IMSDC will begin hosting a monthly internet radio show in March that features corporations and minority businesses and discusses topics that are important and relevant to supplier diversity. To view the show page, click here. If you are interested in being a guest on the show or would like to advertise, click here. The program will air online on BlogTalkRadio. You can listen via your computer as well as call in from your phone or participate through the computer. Stay tuned for information on show topics, dates and times.

**Job Opening**

The Indianapolis Minority Business Development Agency Business Center has an opening for a Business Development Assistant. Click here to view the full job description.

**Newly Certified Minority Businesses**

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<tr>
<th>MBC Group, Packaging Solutions Division</th>
<th>Thomas &amp; Reed, LLC</th>
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<tbody>
<tr>
<td>Eric Holloway, President</td>
<td>E. Lois Thomas, Managing Member</td>
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<tr>
<td>9021 State Route 101</td>
<td>9011 North Meridian Street Suite 234</td>
</tr>
<tr>
<td>Brookville, IN 47012</td>
<td>Indianapolis, IN 46260</td>
</tr>
<tr>
<td>317-493-9938</td>
<td>317-571-7600</td>
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<tr>
<td><a href="http://www.mbcgroup.us">www.mbcgroup.us</a></td>
<td><a href="http://www.trilc-cpa.com">www.trilc-cpa.com</a></td>
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**MBC Group, Packaging Solutions Division** is a contract packaging and thermoformed plastics manufacturing company. Additional services include: facilities and warehouse management and consulting, and contract labor and temporary staffing services.

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<th>Royal Transportation, Inc. d/b/a Awale Limousines</th>
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<tr>
<td>Isaq Awale, President</td>
<td>provides passenger transportation services in Indiana. Additional to limo services, shuttle bus services are also available.</td>
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<tr>
<td>2459 North Central Avenue</td>
<td><a href="http://www.royallimoin.com">www.royallimoin.com</a></td>
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<tr>
<td>Indianapolis, IN 46204</td>
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<td>317-529-8040</td>
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# Looking for Help?

Need help with your business? These organizations are available to offer guidance and assistance for your business—no matter your business’ life cycle.

**For more information click on one of the organizations listed below.**

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<tr>
<th>Organization</th>
<th>Address</th>
<th>Phone</th>
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<tr>
<td>Conexus Indiana</td>
<td>111 Monument Circle Suite 1800</td>
<td>317.532.4777</td>
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<td>Conexus Indiana</td>
<td>Indianapolis, IN 46204</td>
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<td>Greater Lafayette Small Business Development Center (Hoosier Heartland)</td>
<td>Burton D. Morgan Center</td>
<td>877.882.7273</td>
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<tr>
<td>Greater Lafayette Small Business Development Center (Hoosier Heartland)</td>
<td>1201 W. State Street West Lafayette, IN 47907</td>
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<tr>
<td>Indiana Minority Supplier Development Council</td>
<td>2126 N. Meridian Street</td>
<td>317.921.2678</td>
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<tr>
<td>Indiana Minority Supplier Development Council</td>
<td>Indianapolis, IN 46202</td>
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<tr>
<td>Indiana Department of Administration (IDOA)</td>
<td>Minority and Women’s Business Enterprises Division</td>
<td>317.233.6607</td>
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<tr>
<td>Indiana Department of Administration (IDOA)</td>
<td>402 W. Washington St., Rm. W469</td>
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<tr>
<td>National Association of Women Business Owners (NAWBO) Indianapolis</td>
<td>2126 N. Meridian St., Suite 200</td>
<td>317.608.0250</td>
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<tr>
<td>National Association of Women Business Owners (NAWBO) Indianapolis</td>
<td>Indianapolis, IN 46202</td>
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<tr>
<td>U.S. Small Business Administration (SBA)</td>
<td>Indiana District Office</td>
<td>317.226.7272</td>
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<tr>
<td>U.S. Small Business Administration (SBA)</td>
<td>8500 Keystone Crossing, Suite 400</td>
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<tr>
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<td>Indianapolis, IN 46240</td>
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