FROM THE DIRECTOR

SUPPLIER DIVERSITY is STILL NECESSARY

While preparing for a recent presentation, I engaged in research that centered on supplier diversity activity particularly in the higher education arena. I was (am) specifically interested in locating research that is focused on the impact of successful supplier diversity programs on diverse student recruitment and retention and what is the impact, if any, on increase diverse alumni participation. Not surprisingly, I found nothing!

While corporate America has drawn direct correlations and strong connections between supplier diversity and market penetration and market share, there are no such studies available that focus on the impact of supplier diversity in higher education. It may be time for just such a study, but there will be more on that subject at a later time.

What I did find was an interesting study that was conducted by the Insight Center for Community Development entitled, “State Policies and Programs for Minority- and Women-Business Development”. The study is current and was introduced in December, 2007. The Insight Center was formerly known as the National Economic Development and Law Center. The Center is a national research, consulting and legal organization that develops and promotes innovative solutions that help people and communities become, and remain, economically secure.

This report is part of a Research Series, “Best Practices, Imperfections, and Challenges in State Inclusive Business Programs” and is the second of two research components to look at the trend and impact of affirmative procurement and targeted small business development services at the state-level. Public universities such as the seven state educational intuitions here in Indiana closely reflect the evolution of the programs attributed to state government in the study.

There were five major findings that are highlighted in the study. The link for the executive summary and the full study are found below.

1) There are more and more policy makers who see the need to have the increasing diversity of the states reflected in the pool of suppliers and contractors to their state.
2) States are using a variety of approaches to respond to the ballot initiatives and legal challenges that have threatened affirmative action in contracting;
   a. More rigorous disparity studies
   b. Assertive outreach programs along with electronic procurement
3) Federally mandated disadvantaged-business enterprise (DBE) program attached to federal Department of Transportation (USDOT) is the only inclusive business program in many states.
4) State affirmative procurement policies do matter. In states where ballot initiatives have been successful, Minority and Women Business Enterprises have faced lower than expected growth levels, and

5) Ending affirmative procurement program have corresponded with increased self-employment rates among women and minority groups.

Interestingly, the federal government started the supplier diversity initiative with the creation of the federal Office of Minority Business Enterprise (OMBE) with the signing of Executive Order 11458 into law in 1969 followed by Executive Order 11625 in 1972 which directed federal agencies to development affirmative procurement programs with goals. Indiana was one of the first states to follow suit and created its Office of Minority Business Enterprise in 1974. Tony Buford was the first director and his work initiated Indiana’s minority and women business inclusive purchasing and contracting programs. I worked with Tony in the mid-80’s identifying and expanding opportunities for minority businesses in both government and the private sector. The ground work for today’s Governor’s Commission on Minority and Women Business Enterprise was put in place by the work done by Tony and his staff.

Indiana state government and the state educational institutions have a rich history in developing minority and women businesses. The study by the Insight Center for Community Economic Development provides an enlightening look into the history, the challenges and the responses of state supported inclusive business policies and programs. I would encourage you to add this study to your reading list. It will help you understand the persistent bombardment of these policies and programs and help you to realize the need to continue the fight to protect them.

In an ideal society there would no need for inclusive business initiatives. In an ideal society there would be no need for police officers or armies. In an ideal society there would be no hunger, no homeless, no “man’s inhumanity to man”. We have not reached the ideal society yet but we can have it as a goal to strive for. Until next time, be success.


By: Jesse L. Moore, Director of Supplier Diversity Development, Purdue University

**LITIGATION STRATEGIES: Defending an M/WBE Program**

In the last few years, there has been increasing support for the notion that the litigation of M/WBE programs must be dispassionate and cordial in order to be considered “objective and fair.” How many dispassionate and cordial litigators do you know? This is a cop–out. There is also the misconception that disparity studies alone can “carry the day” in defending M/WBE programs. Wrong again!

Although an important component of the defense, disparity studies are just one piece of evidence in the overall strategy for defending an M/WBE program. I’ve even heard it said that judges will view disparity studies conducted by white firms as more “objective and independent.” How insulting!

Because of these misperceptions, public entities are going to court to defend their M/WBE programs without an appropriate litigation strategy. The opponents of M/WBE programs, on the other hand, have very clear–cut, well–developed strategies. When determining which public entities to sue, they look well beyond whether a public entity has a disparity study. In fact, quite often, the disparity study has little to do with their choice.
So what makes a public entity’s M/WBE program vulnerable? Here’s a partial list of what challengers look for:

- Leaders and procurement agents who are not supportive of the M/WBE program.
- Procurement agents, engineers, and inspectors who are too close in their relationships with large contractors and contractor associations.
- Public entities that, despite strong minority or female leadership and strong rhetoric supporting M/WBE programs, still have M/WBE programs that are inflexible, archaic, and on autopilot (meaning that they depend on the stated goal to do all of the work).
- M/WBE program staffs with limited procurement background or business development knowledge, which are not empowered to resolve individual contract disputes in a manner that does not jeopardize the entire M/WBE program.
- M/WBE program leaders who do not seek or integrate input from the community for the benefit of the M/WBE program.
- M/WBE programs with goals that are very high in comparison to the number of available minority and woman-owned businesses that are able to perform commercially viable work.
- Public entities that have not worked to ensure that their M/WBE program does not pit small, white male-owned firms against M/WBEs, to the detriment of both and to the benefit of large contractors.
- Public entities that do not have a strong working relationship with contractor associations and potential challengers.
- Absence of or a poorly performed disparity study.
- A judicial circuit where the position of the district court and the court of appeals regarding M/WBE programs and other affirmative action initiatives is, at worst, hostile and, at best, indifferent.

**Disparity Studies**

The disparity study is only one element on a long list of items that determine whether an organization is susceptible to lawsuit. It is far better, and far cheaper, in terms of a litigation strategy, to conduct the above self-assessment to determine whether your organization is vulnerable to a legal challenge. Still not convinced? In the recent Rothe Development Corp. v. Department of Defense (No. 2008-101, Fed. Ct., Nov. 4, 2008), we learned that it takes far more than throwing a bunch of disparity studies on the table to defend an M/WBE program. (In that case, the U.S. Court of Appeals for the Federal Circuit, a Washington, D.C.-based panel with limited jurisdiction, found that the Section 1207 program that the DoD once used to help it meet its contracting goals for small, minority-, and woman-owned businesses is unconstitutional. The court ruled that “because Congress did not have a ‘strong basis in evidence’ upon which to conclude that [the] DoD was a passive participant in pervasive, national racial discrimination...the statute fails strict scrutiny.” (For more on the Rothe case, see page 36.)

If anything, Rothe showed that any disparity study performed by any consultant can be critiqued and challenged. Business is like a chess game played at 100 miles per hour. As a business measure, a disparity study seeks to study a moving target, and any researcher asserting that a study perfectly captures that moving target is not being forthright.
Defense Strategies

Even when public entities take the proper steps to make their M/WBE programs “litigation-proof,” challenges still arise. When a challenge is received, the following steps should be taken:

1) First, determine if the individual challenge to the program can be resolved through procurement administrative procedures. Often, the challenger has violated procurement rules and is seeking relief by questioning the M/WBE program. One should avoid 14th Amendment challenges as much as possible.

2) If the challenge cannot be resolved in this manner, it should be asked if one-on-one discussions led by the procurement director with the challenger could result in a resolution. It should also be determined if the public entity is willing to conduct a complete self-assessment (like the one outlined above).

3) If litigation cannot be avoided, what is the strategy for settlement? What can the public entity live with and what cannot be sacrificed?

4) If settlement is not possible, one needs to prepare for trial. Here’s an important side note. In many disparity study RFPs, disparity study consultants are now evaluated on the number of times they have been to court and won. The objective of the disparity study consultant, however, should be to never make it to the stand!

In my first deposition, defending Shelby County Government, I had the honor and privilege to work with one of Memphis’ most venerable litigators, Leo Bearnum, who had a perfect win record. He quickly taught this young whippersnapper that the settlement agreement was a litigator’s best friend. A litigator could never have a perfect win record without mastering the art of settlement negotiations. In that litigation, I learned that my job was to keep my client out of the courtroom. Once settlement discussions were under way, it was then up to the public entity and its lawyers to negotiate a settlement agreement in its favor.

What it comes down to is that every M/WBE program must have a full litigation strategy, although disparity studies continue to be very important in protecting the M/WBE program. The disparity study can provide the baseline and fundamentals upon which to build a full strategy, but it is only a tool, not a panacea. To be utilized effectively, public entities must appreciate what these studies can and cannot do. Strong litigation, like other anticipated litigation, requires a complete and expansive strategy.

Sherry Williams, Esq. is president and CEO of Miller³ Consulting, Inc. She has more than 17 years of consulting experience in the areas of procurement, S/M/W/DBE programs, disparity studies, human resources, and EEO consulting. Some of her projects have led to changes in legislation, policies and procedures, and organization structures at the national and local levels for a variety of organizations, including hospitals, airports, schools systems, corporations, municipal governments, and federal agencies. In 2007 she combined her life-long passion for writing and her professional experience in her first published novel, Black Brass.”

By: Sherry J. Williams, Esq., Minority Business Entrepreneur, July/August 2009

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For subscription information, go to: www.mbemag.com or call (310) 540-9398
WHAT DOES THE AMERICAN RECOVERY AND REINVESTMENT ACT MEAN FOR MINORITY BUSINESSES?

The American Recovery and Reinvestment Act (ARRA) makes a long-overdue and historic investment in our national infrastructure – including roads, bridges, public transit, housing and broadband – to save or create nearly 400,000 jobs for American workers today and power enhanced economic growth for decades to come.

The Act includes $150 billion in new federal infrastructure funding that reflects President Obama’s belief that we can only strengthen our economy by investing in local economies. For more information related to the Act, please visit www.recovery.gov.

Some of these projects include:

- Investing more than $17 billion in public transit and high speed rail to reduce our dependence on foreign oil.
- Safeguarding the roads, bridges, dams, ports, rail and water systems our families use everyday with an historic $40 billion, two-year investment.
- Expanding broadband throughout America.
- Making an historic $25 billion investment in school construction, sufficient to renovate and modernize 10,000 schools.

What should minority businesses do to ready themselves for opportunities?

Contracting opportunities made possible through the ARRA will be done no differently than any other government contracting opportunities. MBDA recommends that minority businesses:

- Register in the Central Contracting Registry (CCR) www.ccr.gov. Or, if you are already registered, please make sure your profile is up to date with correct contact information, capabilities, bonding and most importantly, past performance.
- Register with MBDA’s Phoenix Opportunity Matching System and visit your local MBDA Minority Business Center. For a listing of the nearest MBDA center, please go to www.mbda.gov.
- Be on the lookout for “Sources Sought” and “Request for Information (RFIs). If you are contacted regarding an opportunity, please respond as soon as possible.
- Make contacts and build relationships. Some contracts may be large and/or bundled, but by building strategic partnerships with other companies, your minority business can still be part of the work. Firms which are 8(a)s, in the GSA Schedule, women-owned businesses, Historically Black Colleges and Universities (HBCUs), Tribal Colleges and Universities (TCUs), Service Disabled Veteran Owned businesses, Native tribes, businesses in HUB zones: are state certified and have a strong past performance have a competitive advantage for shovel ready projects.
At MBDA, we are working to ensure that qualified minority businesses are considered for contracts and opportunities the ARRA provides. We have been working with the Department of Transportation, the Army Corps of Engineers, the Small Business Administration, and the National Telecommunications and Information Administration. In addition, the MBDA Regional Offices and minority business centers across the country are meeting with state and local officials to discuss potential projects and matches with qualified and skilled minority businesses on the local level.

Together, we can rebuild America’s infrastructure to ensure jobs and economic growth for future generations of Americans.

By: MBDA Minority Biz Blog, March 26, 2009

FORTUNE LAUNCHES MOST POWERFUL WOMEN IN SMALL BUSINESS INITIATIVE

Ten Female Entrepreneurs Chosen to Participate in Fortune’s Most Powerful Women Summit

(New York, September 15)—FORTUNE has chosen ten female small business entrepreneurs to join the annual Fortune Most Powerful Women Summit September 14–16, 2009.

The ten women will join 400 of the country’s most prominent women leaders in business, philanthropy, government, education and the arts for the series of panel discussions, on–stage interviews and interactive sessions over the course of three days in Aviara, California. Three of the women—Lisa Loscalzo, President, The Little Clinic, and Susan Walvius & Michelle Marciniak, co–founders of SHEEX—will join a panel discussion on women in small business along with Karen Mills, Chairman, US Small Business Administration and Susan Sobbott, President, American Express OPEN. Warren Buffett will introduce the panel, which will be moderated by Susan Lyne, CEO Gilt Groupe.

The new program targets entrepreneurial women who are game changers, ground–breakers and innovators in their fields. The ten winners are:

Elizabeth Bennett, Owner, Africa Direct, Denver, CO
Lauren Bush, CEO, Creative Director and co–Founder of FEED Projects LLC, New York, NY
Billie Dragoo, President & CEO, RepuCare Inc./RepuStaff LLC, Indianapolis, IN
Lani Hay, President and CEO, Lanmark Technology, Vienna, VA
Michelle Jones, CEO and President, Entech Consulting Group, Temecula, CA
Lynn Jurich, President, SunRun, Inc., San Francisco, CA
Lisa Loscalzo, President, The Little Clinic, Brentwood, TN
Sheila Lirio Marcelo, CEO, Care.com, Watham, MA
Susan Walvius amd Michelle Marciniak, SHEEX, Chapin, SC
Susan Wilson, Founder & CEO of The Judgment Group, Stevenson, MD
FORTUNE's Most Powerful Women Summit is the premiere gathering of its kind, bringing together the country’s top women in business. This year’s theme is *Betting on the Future*—ideas about the key challenges—technological, geopolitical, and social—that are reshaping our organizations and our world. The program is built around five pillars: Leadership, Innovation, Finance and the Economy, Global Connections, and The Common Good.

American Express OPEN is the Founding Partner of FORTUNE's Most Powerful Women in Small Business Initiative. FORTUNE and American Express OPEN will celebrate the 10 winners at a special reception at the summit.

Media Contacts: Daniel Kile, Director, Public Relations, FORTUNE, 212-522-3640

**Obama Administration Announces Efforts to Increase Access to Contracting Opportunities for Minority**

*Secretary Locke, Administrator Mills will lead government–wide initiative; federal officials to participate in more than 200 procurement events across the country*

WASHINGTON—(BUSINESS WIRE)—The Obama Administration today reaffirmed its commitment to ensuring that minority-owned and small businesses, including women- and veteran-owned businesses, have greater access to federal government contracting opportunities. Commerce Secretary Gary Locke and Small Business Administrator Karen Mills announced a government–wide plan that includes federal agency procurement officials holding or participating in more than 200 events over the next 90 days to share information on government contracting opportunities, including those available under the American Recovery and Reinvestment Act.

“Small and minority-owned businesses must play a significant role in our efforts to restore economic growth. Small businesses employ half of the nation’s private sector workforce; create a large share of the Nation’s new jobs; and introduce many groundbreaking ideas into the marketplace," President Barack Obama said. "It is essential that we provide our Nation's small businesses with maximum practicable opportunity to participate in Federal Government contracting.

"In order for the Federal Government to better meet or exceed the goal of 23 percent of prime contracts for small businesses, Vice President Biden and I have tasked Small Business Administrator Karen Mills and Commerce Secretary Gary Locke with leading a federal government–wide initiative to increase outreach," Obama continued. "Over the course of the next ninety days agency officials will take an important step forward by holding or participating in more than two-hundred events focused on sharing information on government contracting opportunities."

“In these tough economic times, the Recovery Act is providing billions of dollars in opportunity and incentives to help businesses grow – and the President and I are committed to ensuring that small and minority-owned businesses are part of our economic recovery every step of the way," said Vice President Joe Biden. "By taking advantage of the expertise of an array of companies, we are going to be able to build a stronger, more secure foundation for long-term economic growth."

“It has been a priority from day one of this administration to ensure that small and minority-owned businesses are aware of and have access to federal contracts and funding opportunities,” Locke said. “Over the past 40 years, minority-owned businesses have grown from 300,000 to nearly 4 million today. Their success and the success of small American businesses are vital to our economic recovery.”
“Government contracts can play a key role in helping small businesses turn the corner in terms of expansion and job creation,” Mills said. “But make no mistake, the benefits the government receives are equally as impressive – working with small businesses allows the federal government to work with some of the most innovative companies in America – with direct line to CEO.”

As part of the Commerce–SBA initiative, over the next 90 days:

- Federal agency procurement officials will hold or participate in more than 200 events to share information on government contracting opportunities, including those available under the American Recovery and Reinvestment Act.
- SBA and Commerce will expand their outreach to fellow contracting officials across the federal government, passing along best practices for outreach and education to every agency to ensure they have the tools they need to meet their annual contracting goals.
- Locke and Mills will promote small business contracting opportunities in remarks, events and discussions with small business groups across the country, including minority, women and veteran groups.

Beyond the next 90 days, Commerce and SBA will support, monitor and track the impact of these efforts going forward to help ensure the Administration is maximizing opportunities for small businesses.

Small business owners can find out about federal contracting opportunities by visiting www.fedbizopps.gov. Local Commerce and SBA officials are also available in local offices across the country to assist small businesses interested in contracting opportunities. Contact information for local offices can be found www.commerce.gov and www.sba.gov.

Release Number: 09-58

Contacts
U.S. Small Business Administration
Tiffani Clements, 202–401–0035
Internet Address: http://www.sba.gov/news

Our Focus Is Out of Balance: And the Result Is Weighing Us Down

On the scale of what we have and what we don't have, what we don't have seems to weigh more heavily. Whether it's money or time to go to college or number of bedrooms in the house or opportunities to do business or financing to get a business going, the list of those things lacking just seems longer. OK, I realize it's human nature but it is so unproductive and I'm hearing it even more as it relates to minority business development. There are not enough educational opportunities, access to decisionmakers, not enough "qualified" minority firms. My new favorite questions are how many should there be and how many do you need? No one can answer these questions with anything other than, more! These two questions expose the reality, there is likely enough for you to succeed. There are enough qualified minority firms for you to increase your
spending. There are enough entrepreneurial training programs for you to develop your skills. There is enough access to decision makers for you to grow your business. Shouldn't we lean more toward how we can and less on why we can't?

To acknowledge the possible doesn't demand you agree things are perfect. The point is not the absence of real issues and additional challenges. There is work to be done and additional strides to be made. I get it. But I also get the most driving messages in the discussion about minority business development are “they aren’t serious about doing business with us” and “they aren’t ready to do business.” These statements are both true and equally false depending which side of the scale you’re on. Does it mean no minority firms are ready to do business? Does it mean no buying organizations are really committed to doing business with minorities? Of course not. These common themes really mean we put too much weight on the wrong side of the scale. While I’m lamenting about what I don’t have it’s difficult for me to work with what I do have. While some organizations and diverse business owners are working with what they have, others are waiting for what they think they need. Working or waiting, that’s the choice. So what am I suggesting? Three simple steps: 1. Focus on the specific situation. Not “they” but “that one”. 2. Identify the specific gap and work on it. 3. Measure your progress in lasting terms. Not just securing a contract but a new, mutually beneficial business relationship.

Minority firms are developing relationships and building businesses bigger and better than at any other time in our history despite our out of balance focus. More and more communities and buying organizations are seeing the long-term economic benefits derived from thriving minority businesses. It is quietly happening while others are more loudly fixated on what’s missing. There is a role for everyone to play and without everyone playing their role we likely would not have made the progress we have. So I understand (and support) the need to continue to push for more…more access, more support systems, even more capable minority firms. I am just asking for a bit more balance on the scale.

Dr. Mel Gravely is the author of seven books including, Getting to the Next Level: Business, Race and Our Common Goal to Be Competitive. He is also the Managing Director of the Institute for Entrepreneurial Thinking, Ltd. Contact him by email at Mel@Entrethinking.com.

By: Melvin Gravely, The Diverse Business Dialogue, September, 2009

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**Purdue Starts Emerging Urban Leaders Scholarship program**

WEST LAFAYETTE -- Purdue will reward student leaders from urban areas in Indiana and Illinois with a new scholarship announced by the university on Friday (Oct. 2).

The Emerging Urban Leaders Scholarship program is made possible by a $6 million anonymous gift Purdue received in April 2009. The new scholarship, which is part of the university's Access and Success Campaign, will offer $5,000 to select Indiana students from the Indianapolis Public Schools district and public schools in Hammond, Gary and East Chicago.

Students from Chicago Public Schools Corporation also can qualify for a $15,000 scholarship. The scholarships are renewable annually for four years upon achievement of a 2.70 Purdue grade point average.
"Purdue is dedicated to making a college education accessible for students, especially those who succeed in the classroom and are proven community leaders," said Purdue President France A. Córdova.

The first Emerging Urban Leader Scholars will be selected from the 2010 entering freshman class. No separate application is needed for this scholarship. Prospective students who submit their Purdue application, transcript and test scores by Nov. 15 will be considered. Students will be evaluated on their academic and leadership skills.

Purdue trustee William Oesterle pledged $250,000 to the program.

"This is another way we can ensure Indiana students are able to achieve a college education," said Oesterle, an Indianapolis resident who also is chief executive officer and a co-founder of Angie's List. "I really hope other people step up to help us expand this program so we can provide this opportunity to even more deserving students."

Oesterle, who has been a trustee since 2005, earned a bachelor's degree in economics from Purdue in 1987 and an MBA from Harvard Business School.

The Emerging Urban Leaders Scholarship program is part of Access and Success. The scholarship campaign was launched in 2007 and provides funding for a variety of scholarships and student programs. To date, more than $100 million has been raised for the Access and Success campaign.

From Lafayette/ West Lafayette, Indiana


**Ivy Tech expands work with women, minority firms**

INDIANAPOLIS – Ivy Tech Community College has announced plans to partner with I.T. Business Corporation to expand the college’s purchases and contracts with Indiana–owned women and minority–owned businesses.

I.T. Business Corporation, along with Pro7interactive, have created a searchable database called Pronicity, allowing the college to search for available women and/or minority owned businesses within their service area to purchase products or create business partnerships.

“We are very pleased with the online database that I.T. Business Corporation has brought to the College. We feel this will be a valuable tool that will allow Ivy Tech to increase the number of minority and women owned businesses that provide products and services to the College," said Tom Snyder, President of Ivy Tech Community College.
The interactive site allows staff to quickly search thousands of companies by business type, diversity type, gender or location to name a few options. The new system eliminates the need for using multiple supplier lists that can quickly become outdated. Suppliers within the interactive site can list their information for free and keep their own data current, allowing the College to access the most up-to-date information.

“We are very excited to be able to bring this product to Ivy Tech,” said Tony Buford, President of I.T. Business Corporation. “Ivy Tech is the first college in Indiana and one of the first colleges in the nation to use the Pronicity system.”

Ivy Tech Community College is the state’s largest public post-secondary institution and the nation’s largest singly-accredited statewide community college system with more than 130,000 students enrolled annually. Ivy Tech has campuses throughout Indiana. It serves as the state’s engine of workforce development, offering affordable degree programs and training that are aligned with the needs of its community along with courses and programs that transfer to other colleges and universities in Indiana. It is accredited by the Higher Learning Commission and a member of the North Central Association.

From Lafayette/ West Lafayette, Indiana


State Farm wins DRT Workforce Diversity Best Practices Award

LAFAYETTE -- State Farm Mutual Insurance Co. has been named the winner of the 2009 Workforce Diversity Best Practices Award, which is sponsored by the Greater Lafayette Commerce and the Diversity Roundtable.

The award annually recognizes businesses that promote the importance of diversity in the workplace or organizational setting. Eli Lilly Tippecanoe Labs won the first Workforce Diversity award in 2008. State Farm has promoted and supported diversity through its director of diversity as well as running a company supplier diversity program. Numerous employee resource groups seek to support diversity efforts within the company. Its Customized Language Unit also provides claims services in six languages.

"Our committee members were all in agreement that State Farm is a well deserving company to recognize in regards to their diversity practices," said Sylvia Anderson, chair of the DRT’s Workforce Diversity Best Practices Award committee.

State Farm has partnered with various organizations in an effort to reach diverse audiences, including the 100 Black Men of America, NAACP, National Urban League, American Indian College Fund, Conference of Asian Pacific Leadership, League of United Latin American Citizens, National Council of La Raza and the National Association of Latino Elected and Appointed Officials.

"At State Farm, diversity isn't a program but a state of mind," said Ed Rust Jr., chairman and CEO of State Farm Insurance Companies. "The variety of experiences and points of view contained in our large and diverse group of associates strengthens the organization. It helps us understand the marketplace and how we can do an ever-better job at serving our customers."
About the Diversity Roundtable (DRT)

The Diversity Roundtable is a volunteer community organization originally sponsored by the Greater Lafayette Chamber of Commerce, now The Greater Lafayette Commerce, to promote diversity in the community. The DRT meets the first Thursday of each month at the YWCA from 11:30 a.m. to 1 p.m. The meetings are free and open to the public. The roundtable grew from Vision 2020 – A Plan for the Future, created in 2001. Beginning more as a concept, the DRT has come a long way in organizing for productive work, focusing on education, consciousness-raising, and action. Participants include concerned residents and representatives from various area businesses and organizations.

From Lafayette / West Lafayette, Indiana

First Posted: 10/19/2009 12:07:13 PM | Last Updated: 10/19/2009 7:07:25 PM

Kudos:

Vicky Walker, Purchasing Assistant, facilitated a RFQ for a Video Conference System. She solicited bids from a total of 5 vendors, 3 of which were MBE's. The successful quote on this RFQ was submitted by TIG of Indianapolis. TIG is a Minority-Owned Business Enterprise. Keep up the good work Vicky!

J.R. Kelly for seeking the assistance of the Office of Supplier Diversity Development to identify diverse subcontractors to bid on the following Purdue projects;

- Food Science Pilot Lab Floor Drainage Project
- Stewart Center Conference Rooms Refurbishment Ph. 3

Kettelhut for seeking the assistance of the Office of Supplier Diversity Development to identify diverse subcontractors to bid on the following projects;

- Purdue Bill and Sally Hanley Hall – 2009
- Biochemistry Building Rooms 20, 22, 23 & 23A-2009

Ivan Baird, Jr. is replacing Lori Satterfield as IMSDC's Director of Certification. Congratulations Ivan and Best Wishes to Lori!

- On September 30, 2009 Cindy Everhart, Account Executive for Guy Brown Products, hosted the company's second annual Diversity Fair. Everhart invited Purdue Faculty & Staff of the West Lafayette campus to meet the representatives of Minority and Woman – owned office supply vendors whose products are available via the SAP purchasing portal. The products included remanufactured toner cartridges, filling products and paper organizing systems.

- On October 28, 2009 Lafayette Office Systems held its first Office Technology Open House on the West Lafayette campus of Purdue University. Lafayette Office Systems, a Minority-owned company has been doing business with Purdue for over 3 years. Linda Kelly, Purchasing Agent, assisted with the event planning. Linda also plays an intricate role in the planning of the Annual Guy Brown Office Supplies Shows held on the West Lafayette campus throughout the year. She believes that these shows bring our vendors closer to Purdue customers making them aware of new products and can
be used as a training tool for Department who seek to learn how to perform office functions more efficiently. Linda added “When you have a good vendor it is a Win Win situation for all.” If you haven’t received e-mail or flyer invitations and would like to be on the invitation list for office supply and equipment shows, e-mail ljKelly@purdue.edu.

Outreach efforts on the Mackey Renovation and Expansion Project yields results. With the assistance of Turner and Davis (Tuner Construction and Davis & Associates), Purdue Universities Physical Facilities Department facilitated 10 Bid Packages totaling $52,271,799.00. The ten bid packages were the result of the division of four Drawing Releases strategically divided by the team to increase competition and make packages manageable for small business. The goal was to decrease obstacles for small businesses and increase the Prime and Subcontractor participation of Minority and Women-owned business on the Mackey Project. The Turner & Davis team is pleased with the results of the outreach efforts, “we exceeded our goals!“ says Keisha Smith, Project Engineer on the Mackey Project. Contracts valuing $4,094,990.00 were awarded to MWBE contractors as Prime contractors. This is 8% of the value of the total contracts awarded. MWBE Sub-Contracts valuing $5,230,837.00 were also awarded. This is 10% of the value of the total contracts awarded. This total increases the overall MWBE participation in the Mackey Project to 18% (This total does not include the participation of Davis & Associates or the MWBE firms that provided Architectural and Engineering Services on the project).

The successful WMBE prime contractors on the Mackey Project are

- JR Kelly
- Quality Interiors

The successful WMBE subcontractors on the Mackey Project are

- Bar Flooring
- Byrd Enterprises
- Harmon Construction
- Indy Walls & Ceilings
- Circle City Rebar
- Indy Walls & Ceilings
- Pinnacle
- Chisholm
- First Electric Supply

The Office of Supplier Diversity and Development would like to recognize Gaylor whose WMBE subcontractor plan included 25% MBE participation and Kettelhut whose subcontractor plan included 40% WMBE participation. Keep up the good work!
ANNOUNCEMENTS

D.A. DODD, inc. is a mechanical contractor seeking to identify qualified MBE & WBE suppliers and subcontractors to provide related services and materials for upcoming projects.

Trades sought include but are not limited to;

- Insulators
- Sheet metal
- HVAC equipment
- Test & balance

For consideration please contact Heather Lancaster-Dilley at 765.448.3405 or via email at heatherdilley@dodd.com.

Small Public Works (SPW) at Purdue is seeking to identify Minority and Women-Owned Business that perform the following services;

ACOUSTICS
ABESTOS ABATEMENT
ARCH ITECTS – ENGINEERS
ARCHITECTURAL PLANNING
AWNINGS
CAPRENTY
CONCRETE
CONSTRUCTION MANAGEMENT
CONTROLS
CUBICLE INSTALLATION
DEMOLITION
DESIGN
DRYWALLING
ELECTRICAL
ELEVATOR
ESTIMATION
PAINTING
PLAYGROUND EQUIPMENT
PLUMBING
RELOCATION SERVICES
ROOFING
SECURITY
STEEL WORK

ACOUSTICS
ABESTOS ABATEMENT
ARCH ITECTS – ENGINEERS
ARCHITECTURAL PLANNING
AWNINGS
CAPRENTY
CONCRETE
CONSTRUCTION MANAGEMENT
CONTROLS
CUBICLE INSTALLATION
DEMOLITION
DESIGN
DRYWALLING
ELECTRICAL
ELEVATOR
ESTIMATION
PAINTING
PLAYGROUND EQUIPMENT
PLUMBING
RELOCATION SERVICES
ROOFING
SECURITY
STEEL WORK

EXCAVATING
FIRE ALARMS
FIRE PROTECTION
FIRE AND WATER RESTORATION
FLOORING
FURNITURE SALES
GENERAL CONTRACTING
GENERAL TRADES
HEATING AND COOLING
HVAC MECHANICAL
INTERIOR DESIGN
LANDSCAPE
LIGHTING
MASONRY
MECHANICAL
METAL DOORS
SITEWORK
SERVICE
TELECOMMUNICATIONS
TELEPHONE/COMPUTER
NETWORK CONDUIT INSTALLATION
UNDERGROUND UTILITIES
WALLPAPER INSTALLATION

To schedule a appointment please forward a cover letter introducing your business to the attention of Lynnise Smith, Office of Supplier Diversity Development, Freehafer Hall, 401 S. Grant Street, West Lafayette, 47907. Letters should include an Introduction of the business and business history, Capabilities, specializations, core competencies from the above SPW Trade Categories List and the Campuses you are interested in servicing. Should you have questions regarding this process please contact the Office of Supplier Diversity Development at (765) 494.3739 or via email at supplierdiversity@purdue.edu.