11th Annual Multicultural Business Conference Honors Top Organizations

This article is a follow-up to Spring 2011 Catalyst Newsletter article "Jesse Moore Being Recognized as a "Champion of Diversity"

Southport, CT / May 5, 2011 / --DiversityBusiness.com latest event, the eleventh annual “National Multicultural Business Conference” brought together people from all over the United States. Once again, the diversity business world came together under one roof, to network, to learn from one another, to exchange ideas, approaches and strategies, and, in the case of some, to be formally recognized for their hard work and commitment to multicultural markets in the United States.

Participants took full advantage of the speeches, workshops and panels-as well as the social and networking aspects of the conference. Produced for business owners and the corporations, government agencies and academic institutions that utilize their services, the DiversityBusiness.com conference offered a solid platform for the kind of interactivity, exchange and networking that is usually missing from daily business life, due to physical distance, busy work schedules and other factors.

Companies formally honored at the conference were the winners of the Div50 and the Div500 listings, which honor, respectively, the Fortune 500 companies and government agencies most dedicated to supporting diversity and the nation's top diversity-owned businesses.

"We're looking forward to another dynamic, successful year of multicultural business," said Kenton Clarke, CEO of DiversityBusiness.com. "The U.S. is so vast, and business moves so fasts, that were it not for events such as this one, the key underpinning of lasting, rewarding business relationships-face-to-face contact-would slowly fade into the background. Each year we see new faces, and they bring fresh ideas, new perspectives, strategies and of course new technologies and processes."
Perhaps the most valuable take-away for conference attendees were the new personal connections forged during the event. Held at the Gaylord Resort and Conference Center in Washington, D.C., participants were able to network, attend speeches, take part in workshops and socialize.

Keynote speeches were delivered by Joan Lunden former host of “Good Morning America”, Robert Johnson Chairman RLJ Enterprises, Tom Long COO Miller Coors and Nadira Hira.

This year's attendance featured a strong mix of business owners, Fortune 500 executives, educational practioners and senior level government officials.

Sponsors

The Div50
The Div50 is a listing of the top 50 corporate and organizational buyers of diversity products and services throughout the country. It represents the voices of over 850,000 diversity-owned businesses in the U.S., in sectors such as technology, manufacturing, food service and professional services. The Div50 is produced annually by DiversityBusiness.com, the nation's leading multicultural B2B Internet portal that links large organizational buyers to multicultural product and service suppliers.
Over 850,000 women and diverse-owned businesses had the opportunity to vote in the 2011 online election. A complete list of the winners is available at: http://www.diversitybusiness.com/Div50

The Div500
The Div500 List honors the nation's top diversity-owned businesses. It is a classification that represents the top 500 U.S. diversity-owned (Small Business, Women, African American, Hispanics, Asians, Native Indian and other diverse groups) businesses in sectors such as technology, manufacturing, food service and professional services. Ranging in revenue size from $1 million to over $2 billion, these companies represent the nation's top multicultural earners and challenge the long-held notion that a diversity-owned business is small or insignificant.
The Div500 is produced annually by DiversityBusiness.com, the nation's leading multicultural B2B Internet portal that links large organizational buyers to multicultural product and service suppliers.
Purdue University Leading Effort to Measure Value of Supplier Diversity to Higher Education

The Office of Supplier Diversity Development at Purdue University and the Global Supply Chain Management Initiative (GSCMI) are collaborating on a first-of-its-kind research project into the value supplier diversity brings to secondary education. This groundbreaking endeavor attempts to shed light on how universities assess the success of their supplier diversity programs. The project is led by Jesse Moore, director of the Office of Supplier Diversity Development, and Dr. Ananth Iyer, Susan Bulkeley Butler Chair in Operations Management and Director of GSCMI and the Dauch Center for Management of Manufacturing Enterprises (DCMME) at Purdue University.

Source: DiversityBusiness.com

About DiversityBusiness.com

Launched in 1999, DiversityBusiness is the largest organization of privately owned businesses throughout the United States that provide goods and services to Fortune 1000 companies, government agencies, and colleges and universities. DiversityBusiness provides research and data collection services for diversity including the "Top 50 Organizations for Multicultural Business Opportunities", "Top 500 Diversity Owned Companies in America", and others. Its research has been recognized and published by Forbes Magazine, Business Week and thousands of other print and internet publications. The site has gained national recognition and has won numerous awards for its content and design. DiversityBusiness reaches more diverse suppliers and communicates more information to them on a more frequent basis than all other organizations combined. We also communicate with mainstream businesses, government agencies and educational institutions with information related to diversity. Our magazine reaches over 300,000 readers, a monthly e-newsletter that reaches 2.4 million, and website visitors of 1.2 million a month. It is a leading provider of Supplier Diversity management tools and has the most widely distributed Diversity magazine in the United States. DiversityBusiness.com is produced by Computer Consulting Associates International Inc. (CCAii.com) of Southport, CT. Founded in 1980.
“Given the educational and efficiency objectives of academic institutions, we propose that it is important to focus on the many specific impacts as well as the overall systems level impact of supplier diversity initiatives” stated Dr. Iyer in an overview of the valuation study. He notes that many businesses have not only implemented supplier diversity programs but they also have established metrics to measure their programs’ economic success. But academia, according to Iyer, has not sufficiently measured the success of its supplier diversity programs. He explains that “while academic institutions have begun to incorporate a variety of supplier diversity based programs and/or departments, the financial argument as well as the system wide benefits have not been communicated effectively.” Thus, according to Iyer there are no “legitimate metrics” to measure success.

Preliminary research into the topic began last December and was conducted by the Office of Supplier Diversity Development and the National Association of Education and Procurement (NAEP). A survey was administered to NAEP membership. The purpose of the survey was to ask respondents to identify value aspects of their supplier diversity program to their institution. Respondents selected items such as increased inclusivity of diverse faculty, staff, and students, improving relations with affinity groups (such as the NAACP), and responding to a moral imperative to do what is right as important value aspects of their programs. Dr. Iyer and his research team will expand the research to also survey personnel from Purdue and other academic institutions.

Additionally, research will include data analysis of projects made between universities and minority and women-owned business enterprises (MWBEs) and case studies. By using quantitative measures to examine projects between universities and MWBEs, Iyer hopes to explain how universities assign value to MWBE performance. Case studies will examine how MWBEs are selected in the procurement process (which Iyer refers to as the “life cycle of engagement”). The research will be carefully monitored by an advisory board of supplier diversity professionals who will advise the research team on a continual basis.

The goal of the study will be to design metrics measuring the benefits of a university supplier diversity program. Iyer contends that a supplier diversity scorecard will serve to “summarize the institution wide benefits of supplier diversity—educational benefits to students, cost benefits to the organization and the long term social impact of the institution.”

The research team has completed its investigation of the body of knowledge surrounding supplier diversity. Its next steps will be to collect and interpret data on university procurement with MWBEs. The study is scheduled for completion and presentation by Spring, 2012.

By: Terry Turner, Supplier Diversity Specialist, Purdue University
Indiana’s Minority and Women’s Business Enterprise Commission Welcomes Jesse Moore; Felecia Roseburgh named Deputy Commissioner of Division

The Indiana Minority and Women’s Business Enterprise (MWBE) Division has appointed Jesse Moore (pictured left) to its MWBE Commission and Felecia J. Roseburgh as Deputy Commissioner of the Division. Roseburgh’s appointment began last December; Moore’s began March, 2011.

The Indiana Department of Administration’s (IDOA) MWBE Division was established to ensure minority and women-owned businesses have equal opportunity to become involved in the state’s procurement and contracting activities. The Governor’s Commission on MWBEs was established in 1983 to facilitate MWBE participation in state procurement.

With over 25 years of experience as an advocate for diverse business, including his current position as director of the Office of Supplier Diversity Development at Purdue University, Jesse Moore’s expertise fit naturally with the goals of the MWBE Commission. Prior to becoming director of the Office of Supplier Diversity Development Moore was a business advocacy manager for the Greater Indianapolis Chamber of Commerce. He also served as executive director of the Indianapolis Black Chamber of Commerce, and as executive director of economic development and small business at the Indiana Chamber of Commerce.

But despite his considerable background helping minority and women-owned businesses, Moore understands the challenges and expectations his role as commissioner presents. “Being nominated to the Governor’s Commission on Minority and Women Business Enterprise is an honor and a huge responsibility” explains Moore. “The Commission is responsible for setting the direction of minority and women business utilization throughout state government and it oversees the activities of the Office of Women and Minority Business Enterprise Division.”

Nevertheless, Moore is committed to meeting the goals of the Commission. “I plan to use all of my extensive experience in diverse business development to assist the Commission enhance opportunities for Indiana women and minority businesses” explains Moore.

Likewise, Felecia Roseburgh’s history in supplier diversity spans over twenty years. She served as Cummins Inc. Global Diversity Relations Director wherein Roseburgh was responsible for implementing diversity throughout Cummins’ international offices. On her appointment, IDOA Commissioner Robert Wynkoop stated, “her prior corporate employment in diversity relations and business process improvement will prove invaluable as the division moves forward in support of Governor Daniels’ minority and women’s business initiatives.”
As Deputy Commissioner, Roseburgh is focused on providing opportunities for women and minority-owned businesses which in turn help promote economic growth in Indiana. “As Indiana’s supplier diversity leader, it is my responsibility to assist MBE and WBE firms in gaining access to subcontracting opportunities with state government,” explains Roseburgh.

Roseburgh recognizes the challenges facing the Division, but is committed to the task. “My greater challenge is to assist in growing Indiana’s economy by helping MBE and WBE firms become more profitable. This is a huge charge. Our supplier diversity team is prepared with business development resources to assist minority and women-owned businesses.”

To that end, Roseburgh outlines the Division’s plan to help MWBE’s become successful. “[In] fiscal year 2012, the MWBE Division will focus its business development efforts on: 1) assuring that capable firms are positioned to participate on state contracts; and 2) providing resources, tools, and support services so that all MWBE firms can grow and, hopefully, pursue state contracting opportunities.”

To learn more about the MWBE Division and the Commission visit http://www.in.gov/idoa/2352.htm for more information.

By: Terry Turner, Supplier Diversity Specialist, Purdue University
FOR IMMEDIATE RELEASE
June 8, 2011

NAWBO-INDIANAPOLIS BOARD MEMBER APPOINTED TO INDIANA COMMISSION FOR WOMEN
Indiana State Senator, David Long, Appoints Indianapolis Businesswoman

INDIANAPOLIS, IND. - Erin Smith, co-owner of Spotlight Strategies, has been appointed to the Indiana Commission of Women (ICW) by Senator David Long, President Pro Tempore of the Indiana Senate. Smith has been a long time advocate for women and women business owners in Indiana.

Smith serves on the Board of Directors of the Indianapolis chapter of the National Association of Women Business Owners (NAWBO-Indianapolis) and has been a member of the organization since 2007. She also served as the chairperson for NAWBO-Indy's annual panel discussion, Trailblazers 2011: Empower, Inspire, Educate.

Smith has earned numerous business and community awards including Indy's Best and Brightest Retail and Manufacturing & Services award; Indiana Commission for Women's Torchbearer award finalist; NAWBO-Indy's 2008 Member of the Year award; Starkey Entrepreneurial Woman award finalist; Diplomat of the Year for the Greenwood Chamber of Commerce; and the Ernest C. Mishler Community Service award.

Smith states, "I am honored and humbled with this appointment. I am looking forward to continuing my journey of promoting Indiana women propelling them both socially and professionally."

Media Contact: MaryKay Scott, Chapter Administrator, (317) 608-0250; mscott@nawboindy.org.

ABOUT NAWBO®
Founded in 1975, the National Association of Women Business Owners propels women entrepreneurs into economic, social and political spheres of power worldwide. NAWBO remains the only organization that solely represents the interest of women entrepreneurs in all industries. NAWBO's mission is to strengthen the wealth-creating capacity of its members and promote economic development; create innovative and effective change in the business culture; build strategic alliances, coalitions and affiliations; and transform public policy and influence opinion makers.

With over 250 members, the Indianapolis chapter, established in 1997, is the third largest chapter in the country. NAWBO-Indy's vision is to impact, influence and propel Indiana to be a leading state for women-owned businesses by its advocacy efforts, economic impact, diversity, influence, membership size and power.

NAWBO® is a registered trademark of the National Association of Women Business Owners.

ABOUT INDIANA COMMISSION FOR WOMEN
The Indiana Commission for Women is comprised of commissioners appointed by the Governor, the President Pro Tempore of the Indiana Senate, or the Speaker of the House of Representatives along with members of the general assembly to a 4-year term. ICW is committed to the full participation of women in all aspects of society in order to make Indiana a better place to live, work and raise a family by providing a balanced analysis of public policy issues that impact women in Indiana.