Winter 2009 Edition

From the Director

2008…..WHAT A YEAR!

The beginning of each New Year brings with it a ritual whereby most of us reflect on the past year and make an assessment of our experiences, activities, and relationships both personal and professional. We attempt to evaluate our successes and our shortcomings in each of those areas to better ourselves for the future. As I engage in this annual ritual I feel personally and professionally fulfilled; 2008 was an extraordinary year for me.

Personally, in February, Daylan my 2nd grandchild was born. He was healthy with a set of lungs that let the world know he had arrived and he was a perfect match for his older sister, Adria.

In March, I took off from Norfolk, Virginia in a Navy aircraft and after a 2-hour flight over the Atlantic Ocean landed on the USS George Washington, one of our country’s nuclear class super aircraft carriers. I spent a day and a half among the young-looking seaman (and women) who exhibited an amazingly high level of proficiency in the performance of their duties. While they looked too young (average age under 20 years) to be handling multi-million dollar aircraft, I was reminded that I was exactly that age while serving in Vietnam many years ago. The following morning I was catapulted off the flight deck going from zero to 200 miles per hour in 3 seconds! I will never forget that feeling.

In November, I made my first trip to Africa visiting Ghana to experience one of my 5 brother’s enstoolment as a tribal chief in the central regions of the country. This honor was bestowed due to his many trips to the country and his work over the past 15 years to capture the knowledge of traditional medicine and accumulate that knowledge at Morehouse Medical School in Atlanta where he is on staff. In that same month this country elected its first African American President, Barack Obama. What a way to end the year!

Professionally, the year was just as full and rewarding. It is hard to believe that I have just celebrated my 4th year leading the supplier diversity efforts at Purdue University. Starting in 2005 we began to build a program here that would be recognized nationally as the premier program among the universities and colleges in America. Last year we continued to expand that legacy.

The leading element of Purdue’s Supplier Diversity strategy continues to be outreach. We incorporate aggressive efforts to spread the word about real opportunities that exist at the university.

We have a website that is loaded with useful information about construction projects, goods and services that are being sought, there is specific information on requirements and expectations so that when you are face-to-face with university decision-makers and if you make use of the information, you will be fully prepared to make the very best presentation possible.
Quarterly we circulate an internet based newsletter, the Catalyst, which recognizes diverse firms listed in our internal data base, Goldmine. This data base is accessible by anyone with a purdue.edu email address which includes all 4 campuses and all tech centers across Indiana.

We continue to provide leadership to the Supplier Diversity Coalition of Greater Lafayette, a group of the larger firms in the community who share the vision of increasing opportunities for diverse companies. The Coalition held its 5th Annual Relationship to Partnership session in November where over 240 businesses seized the opportunity to meet with purchasing and contracting staff with companies like Lilly Labs, Caterpillar, State Farm Insurance, Tate & Lyle, Vectren, Clarian Hospitals, Ivy Tech State College, Freitag-Wienhardt, Kirby Risk, Alcoa along with representatives of the cities of Lafayette and West Lafayette. The highlight for me was the talk given by Reggie Williams, the father of supplier diversity during lunch.

We also maintained our leadership among the seven state educational institutions by facilitating the underwriting of the annual networking event during Indiana Black Expo’s Business Conference. Together with agencies of state government the university buyers met with over 200 diverse firms seeking information that would help growth their businesses.

We continued to seek opportunities throughout the state of Indiana to visit and tell the Purdue University story. We participated in vendor fairs in East Chicago, Ball State in Muncie, Evansville, Southeast Indiana, and Fort Wayne in addition to our ongoing and constant involvement with activities in Indianapolis. In June we held our 3rd Construction Connection where the larger construction firms meet with diverse construction companies to build relationships that lead to subcontracting opportunities on Purdue projects.

2009 is shaping up have a tremendous impact on supplier diversity across Indiana, especially among the seven state educational institutions. Purdue University, Indiana University, Ball State University, Indiana State University, Vincennes University, University of Southern Indiana, and Ivy Tech State College will all take part in a disparity study along with Indiana Department of Transportation and state agencies of the executive branch of state government. This study will analyze the utilization of women and minority business against the availability of the businesses. This analysis will document the ‘disparity’ between utilization and availability and will result in all the educational institutions being legally able to develop aggressive programs to alleviate any disparity that exists. This will be a herculean task and will take most of the year to complete. This has the possibility of easing the devastation of the current economic recession and could provide a boost to the diverse business firms who position themselves to take advantage of the results. There will be plenty of opportunities for many of you to participate in this study. Keep checking with our office website www.purdue.edu/supplierdiversity for the latest updates.

Much continued success in your business and personal lives.

Jesse L. Moore
Purdue University
Director of Supplier Diversity Development
Senate New Small Business Leader says SBA Deserves Cabinet Status

By: Elizabeth Ewell GovernmentExecutive.com December 17, 2008

Sen. Mary Landrieu, D-La., newly appointed leader of the Senate Small Business and Entrepreneurship Committee, on Wednesday urged President-elect Barack Obama to return the Small Business Administration to the Cabinet-level status it had under President Clinton.

Landrieu, who will replace Sen. John Kerry, D-Mass., as leader of the committee, said in a Dec. 17 letter to Obama that SBA's "role was inadvisably diminished in recent years."
"If empowered by a return to proper rank, the SBA administrator can be a more effective champion for our small businesses," she wrote.

Landrieu, who also is a member of the Senate Appropriations Committee, noted that both funding and staffing for SBA were cut dramatically during the Bush administration. Her letter cited outgoing chairman Kerry's calculation that the agency's funding was slashed by $499.5 million, or 26 percent, since 2001.

"I am committed to working with your administration to end this downward trend," Landrieu told Obama. "For this agency to truly realize its mission -- particularly in supporting our small businesses through the current economic crisis -- SBA needs funding increases to carry out its lending, technical assistance and entrepreneurship programs."

As Landrieu began making appeals to the incoming president, small business advocates were turning their attention to her.

Molly Brogan, vice president for public affairs at the National Small Business Association, said the group feels "really good" about Landrieu assuming the leadership spot.

Brogan said Landrieu has shown a willingness to reach across the aisle, which is particularly important for the committee. "Kerry and [ranking member Olympia] Snowe made a firm commitment to that and we expect it to continue," Brogan said. "It's a bipartisan committee; it shapes how the committee operates and how they look at small business issues ... which are neither Democratic nor Republican."

Snowe noted similar expectations in her statement on Landrieu's appointment.

"I look forward to working with [her] in the committee's long-standing bipartisan tradition on the issues that matter most to our nation's small businesses, including promoting access to capital, establishing a meaningful women's contracting procurement program, and ensuring that enterprises are able to get back on their feet quickly following a natural disaster," the Maine senator said.

Snowe also has called for SBA to regain its Cabinet designation; she wrote a letter to Obama in early December with the request.

Landrieu laid out several other small business priorities in her letter to the president-elect, including a renewed focus on women-owned and minority businesses and on the role of small businesses in disaster recovery.

Margot Dorfman, chief executive officer of the U.S. Women's Chamber of Commerce, said she hoped Landrieu would take urgent action on a women's procurement program that has yet to be implemented more than seven years after its creation.

"In the coming months, "hundreds of billions will be spent to energize the economy," Dorfman said. "Without the women's contracting program, women will continue to be left out."

Landrieu wrote that small businesses should be an important part of the economic stimulus package that will be considered in 2009, including ensuring sufficient contracting opportunities for infrastructure work. "I believe that small businesses are the backbone of our economy," she wrote. "Now more than ever, we need an SBA that is truly a champion for America's small businesses and entrepreneurs. A strong SBA is essential to spurring our economic recovery and laying the groundwork for future prosperity."
City of Indianapolis

Reprographics, Inc. has been awarded a two year contract for Online Plan Room and Plan Supply Services for the City of Indianapolis (City Wide). The primary City users of these services will be the Department of Public Works (DPW), the Department of Parks and Recreation (DPR) and the Department of Metropolitan Development (DMD) for Public Works Construction projects. Other City Agencies or Departments may use the contracted services.

The purpose of this contract is to provide the City of Indianapolis with:

- access to a full featured online plan room
- client access to online (electronically downloadable) Public Works Construction and other documents
- client walk-in access to hard copy documents
- client requested mailing services of hard copy documents
- vendor provided reporting to various agencies and departments of City government
- a professional and established vendor that will provide the City and its clients with quality, timely service
- local resources in order to accommodate walk-in customers

The new plan room address is http://www.indygovplans.org.

New projects will be available on the new plan room on January 26, 2009.

Supplier Development Comes Up Short: Until the thinking changes

By: Melvin J. Gravely, Ph.D., The Diverse Business Dialog, February 2009.

There seems to be a supplier development craze going on. More and more organizations seem to want to answer the “how-to” questions for minority suppliers. No less than five organizations have sought our counsel on supplier development initiatives in the last two months alone. There is no doubt supplier development is important and it is especially important for diverse businesses. But what is more important is how organizations delivering supplier development support and the diverse business owners who participate think about supplier development. Without the right thinking supplier development probably doesn’t hurt (except for the waste of time and money) but it is unlikely to add much value. How we think about what we do is the largest contributor to how well we ultimately do it.

There are a few easy questions to test the thinking of an organization participating in supplier development. Are they doing it because they could get funding for it or because they have the expertise and process to make it effective? Are their measures of success more about what activities they performed than how much more competitive the participating businesses became? Does working with more businesses automatically equal success for the organization? If any of these are true the thinking is likely wrong and the investment in supplier development is likely a waste.

Business owners have to think differently too. It is one thing to know the “how-to” of important supplier capabilities like business operations, process improvement and account management. It is another to consistently implement what you know. The difference is in the thinking. Do the business owners want to build a competitive organization or simply gain access to a contract? Are they open to advice and willing to change or simply going through the motions to say they participated? Are they leveraging the supplier diversity initiative to gain access or are they depending on it to sustain their business? Sending the wrong thinking through the right supplier development process will give you very little in return.
In our well meaning desire to do something it is easy to lose sight of what we are really trying to accomplish. The big picture goal is to create a base of competitive diverse suppliers. Supplier development is undoubtedly a valuable tool. We just have to get and keep ourselves focused on the right thinking: a process that works and one focused on the elements creating competitive suppliers; metrics that measure impact and progress and not just activity; participants whose aspiration is to be competitive and to deliver value and not just get a contract. Supplier development is important but our thinking about supplier development is even more important. That’s what I think. What do you think? E-mail your comments to Dialogue@entrethinking.com.

In The Spot Light

Meet ITT Corporation

Submitted by Shari Hampton
ITT Communications Systems
Small Business Liaison Officer

Respect, Responsibility, and Integrity are embedded in the ITT culture. We expect our employees to do essential things in extra-ordinary ways. Our values are our compass. Our customers are central to everything we do. Our people are inspired to make the world a better place. Our work is critical to create more livable environments, enable communications and provide protection and safety.

Corporate Structure. ITT Corporation is a diversified high-technology engineering and manufacturing company dedicated to creating more livable environments, enabling communications and providing protection and safety. The company plays an important role in vital markets including water and fluids management, global defense and security, and motion and flow control. ITT has two Management Groups: Defense Electronics & Services and Fluid and Motion Control.

Defense Electronics & Services. ITT is a trusted provider of mission-critical products and services that support the United States military and its allies. Our Defense group also develops space-based technologies that enable Global Positioning Satellite systems to communicate our precise location and allow weather satellites to help forecasters calculate when and where the next hurricane will hit. In many important ways, we are working to ensure a safer, more secure world.

Defense Electronics and Services Businesses

Advanced Engineering & Sciences
Homeland defense, telecommunications systems and information technology

Communications Systems
Voice/data systems and secure battlefield communication technology

Electronic Systems
Force protection, integrated electronic warfare systems, reconnaissance and surveillance, radar systems and undersea systems

Integrated Structures
Aircraft armament suspension-and-release systems and advanced composite structures

Intelligence & Information Warfare
Intelligence systems and analysis, information warfare solutions and data acquisition and storage

Night Vision
Image intensifier technology, military and commercial night vision equipment

Space Systems
Satellite imaging systems, meteorological and navigation payloads, related information solutions and systems
Communications Systems

ITT Corporation Communications Systems Division is located at 1919 W. Cook Road in Fort Wayne, IN. We are part of ITT Corporation, Defense and Electronics Services Business Unit.

ITT Corporation Communications Systems understands the importance of diversity and inclusion and utilizing small businesses. We are dedicated to affording small businesses the maximum practicable opportunity to participate. With over 40% of our government purchasing dollars allocated to small, small disadvantaged, woman owned, HUBZone, veteran owned and service disabled veteran suppliers businesses, we are committed to working with our small business community. Our current focus is finding qualified service disabled veteran suppliers.

Suppliers are encouraged to visit our small business website: http://smallbusiness.itt.com. There, they will find a list of the commodities/services we traditionally purchase, the ability to register with our small business program by clicking the Register link, as well as other pieces of helpful information such as how our Small Business Program works and contact information for Small Business Liaison Officers across the Defense Electronics and Services business unit supporting you all across the country.

As a high-technology engineering firm, we challenge our Suppliers to meet high quality standards, adapt our ethical standards and exceed our performance and delivery standards. Be sure to use the Small Business Liaison Officers, our company website www.itt.com and our small business website: http://smallbusiness.itt.com when endeavoring to do business with ITT. Additionally, if you are a manufacturer of a defense article, we recommend that you register with the Department of State (http://www.pmddtc.state.gov/registration.htm).

ITT Communications Systems is a proud supporter of the small business community. The utilization of small businesses has long been recognized as a successful small business practice. Small businesses bring flexibility, innovation and responsiveness. We look forward to hearing from you and how we can partner together in continued success.

Staff Kudos:

Dwayne Rodgers, Senior Project Manager for the Office of University Architect, referred Lutz, Daily & Brian LLC to OSDD after the company inquired about resources to assist them in identifying certified minority-owned business enterprises to potentially partner with on the Boiler 6 & 7 projects.

Steve Habben, President of Kettlehut Construction, Inc., contacted OSDD for assistance with identifying qualified minority and women-owned business enterprises who could potentially partner on the Harrison Hall Sprinkler System & Air Conditioning Renovation project.

Bob McMains, Vice President of Physical Facilities, contacted OSDD to assist in the identification of qualified minority and women-owned business enterprises to bid on the Fort Wayne Housing project.