Purdue’s Office of Supplier Diversity Development implements new program for small business success

Plus:
Relationships to Partnerships
Dr. Melvin Gravely to Deliver Keynote Address for Eighth Annual Event

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I have had a unique and cherished relationship with the top administrators and the trustees here at Purdue. I have had the opportunity to make numerous presentations to our board of trustees on our supplier diversity efforts and at each presentation the trustees have always made it clear that they wanted more opportunities for small women and minority owned companies.

Last year my presentation to the trustees covered my vision for a new initiative to strengthen our program and address the findings of the 2010 Indiana Disparity Study. From that presentation to the trustees came forth with a resolution that made me prouder than normal to be serving the university in the capacity of Director of Supplier Diversity Development. After the explanatory “Whereas, Whereas, and Whereas” the trustees followed with a “Now, therefore, it is resolved…” that directed all top administrators (including yours truly) to bring to them a program designed to address and remedy the underutilization of women and minority business enterprises in construction, procurement, professional services and support services, and to “take all other necessary and proper actions to carry out the purpose and intent of this resolution.” Wow! What a directive from the top.

I had my marching orders and I was elated to have such support from our trustees. From that directive came Purdue’s ACCESS initiative. Advocating Consistent Contracting to Engage Small Businesses for Success will be the guiding star for Purdue’s supplier diversity efforts for the next 3-5 years. It is a 3 tiered program that will ensure we maximize efforts to accomplish the goals set forth by the trustees. The first stage will increase our efforts to inform more small women and minority businesses of the opportunities to do business with the university. This stage will also expand the review of university policies and procedures and incorporate those identified changes that can be made at the department level or with executive actions.

The second stage will call for significant modification to existing university policies and procedures and may even call for modification of state statues. The final stage will call for a contract by contract setting of women and minority goals based upon the availability of those firms in the state. The overview of the ACCESS Initiative can be found on our web site at w w w . p u r d u e . e d u / supplierdiversity.

These are exciting times at Purdue! My expectations coincide with those of the trustees: find more opportunities for women and minority businesses enterprise. I am even more convinced of the leadership role Purdue is destined to occupy in the area of supplier diversity. Stay tune and fasten your seat belt. Warp speed, Mr. Sulu!

Best,

Jesse L. Moore

Jesse L. Moore
OSDD Brings Diverse Businesses Together for Purdue Construction Opportunities

In the Spring, Purdue’s Office of Supplier Diversity Development (OSDD) hosted an Informational and Networking Event on new, upcoming Purdue University construction projects. OSDD partnered with Davis and Associates, a minority-owned general contractor firm, and Turner Construction Company. Davis and Turner were heavily involved with the Mackey Arena construction project which yielded 21% MWBE participation. Held at the Indiana State Fairgrounds, the purpose of the event was to increase participation of diverse firms on Purdue construction projects.

Over twenty representatives from an assortment of small and diverse businesses attended the information session. These businesses provide an array of services such as construction, CAD/graphic design, and office products.

Davis representatives presented the scope of work for the projects to be completed within the next two years: the Drug Discovery Research Facility, the Health and Human Sciences Facility, and the adjacent Harrison Street Garage. The Drug Discovery Facility will offer over 65,000 square feet of state-of-the-art chemistry research space. The Health and Human Sciences Research Facility will be approximately 119,854 square feet. Together, the construction projects are valued at $79 million.

Annual Construction Connection Event Highlights Opportunities for Diverse Firms

On June 7, 2012 Purdue University’s Office of Supplier Diversity Development (OSDD) hosted the seventh annual Construction Connection at Martin University in Indianapolis. An array of diverse vendors participated in the networking event—an event that provided them access to physical facilities representatives from the public and academic sector. Representatives from IU Health Arnett, Turner Construction, Powers and Sons Construction Company, and Purdue University were on hand to give advice on forming successful partnerships with their respective institutions.

Jesse Moore, director of the OSDD and facilitator of Construction Connection recognizes that there was more value to the event than networking alone. “It is important to take advantage of this event by making yourself known [to these representatives]” explained Moore. The event opened with Robert McMains, Vice President of Physical Facilities at Purdue, followed by a brief discussion of upcoming construction projects by Purdue’s construction staff. After an informational session provided by Roger Bradley, director of Facilities, Planning and Operations at IU Health Arnett, the attendees had the opportunity to meet with each of the representatives one-on-one.

“I just appreciate the opportunity to meet these individuals” said one vendor. “[This was a] great event!”

Construction Connection was held from 5 p.m. to 8 p.m. in Martin University’s Gathertorium.

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Purdue’s Office of Supplier Diversity Development implements new plan for small business success

By OSDD Staff

In its efforts to increase the utilization of small businesses, Purdue University has developed a program that will help these businesses partner with Purdue. Beginning in fiscal year 2013 the Office of Supplier Diversity Development will implement its new initiative called the ACCESS program. ACCESS—the Advocating Consistent Contracting to Engage Small Businesses for Success program—is a set of policies that will help small businesses succeed at Purdue. The ACCESS program was designed to strengthen the economic development of, and viability of all small businesses—including minority and women-owned business enterprises (MWBEs). However, the program is not designed to undermine Purdue’s competitive bid process. According to its policy statement, “through the Program, Purdue aims to increase the utilization of all small businesses, including minority and women-owned businesses…while preserving the integrity of the University’s competitive and public contracting and procurement processes.” Purdue, along with its Board of Trustees believe that the ACCESS program stresses the University’s commitment to equal opportunities in procurement and construction.

Background: The 2010 Disparity Study

The ACCESS program was designed by Purdue in response to the results of the 2010 Indiana Disparity Study.

Conducted by BBC Research and Consulting, the Disparity Study revealed that MWBEs were...
underutilized by state educational institutions (SEIs) between the 2006-2009 study period. These businesses were specifically underutilized at Purdue in construction, professional services, and procurement. For example, while majority-owned firms received 89% of Purdue contract dollars, minority and women-owned firms received 10% of those contracts and subcontracts. Thus, in May, 2011 the Purdue Board of Trustees resolved to develop a program of policies that would be “necessary and proper actions” to encourage MWBE utilization.

To that end, Jesse Moore, director of the Office of Supplier Diversity Development, along with BBC Research developed a plan to not only bring more MWBEs to Purdue, but to also increase their business capacity. Moreover the plan would also measure Purdue’s utilization of these firms. As a result, the ACCESS program was developed.

The ACCESS Program: Tracking Success

There are three measures, or “tracks” designed to encourage utilization. These tracks may be invoked sequentially, or may overlap depending upon how the University evaluates the success of each track. Evaluations will be conducted on a periodic basis. Subsequent program tracks will be additions to previous tracks—not replacements.

Track 1. Track 1 calls for an increase in mentoring, outreach and data collection. It can be enacted quickly with no changes in state legislation. It allows the University to post business opportunities on procurement sites such as Conexus Indiana and on Purdue’s own site. Purdue will also maintain a comprehensive list of small firms through Bidder’s Lists, and BoilerTracs, a data collection tool designed to capture subcontractor data. Moreover, Track 1 is a race/gender-neutral measure, meaning that the focus is on all small businesses—including MWBEs.

Track 2. While still a race/gender-neutral measure, Track 2 may require some changes to state legislation. It will be invoked if Purdue finds after evaluating Track 1 that MWBEs are still underutilized and further measures are needed. Track 2 allows small businesses to receive partial or fully-subsidized bonding (limited to certain small construction contracts), explores the use of construction managers, and establishes a small business goals program.

Track 3. Unlike the previous Tracks, this track explores a race/gender-specific goals program if MWBEs are still underutilized after implementing Tracks 1 and 2. For example, annual aspirational goals and contract-specific goals may be sought to increase utilization. More extensive legislative changes may be necessary. It should be noted that the goals program will be “narrowly tailored” before it is enacted. Purdue may also require MWBE certification.

Evaluation

The Board of Trustees will receive semi-annual reports that will examine the efficacy of each Program Track, and make recommendations to improve the ACCESS Program based upon the findings of these reports.

Moreover, Purdue will continue to participate in subsequent Indiana Disparity Studies. Purdue’s participation will provide updated information on local market conditions, disparities between the utilization and availability of MWBEs to perform work on Purdue contracts, and any legal issues regarding the ACCESS program (including legislative changes, and court decisions). Depending upon the updated information of each new disparity study, Purdue will consider making changes to the ACCESS Program if it is deemed necessary.

Click here to learn more about the ACCESS Program.
Mel Gravely, Top Professionals to be Featured at 8th Annual Relationships to Partnerships Event

By OSDD Staff

Professional supplier diversity specialist, advocate, and author Dr. Melvin Gravely (pictured) will be the keynote speaker at the 8th Annual Relationships to Partnerships Sessions November 16. His presentation will explore winning strategies for business success. Gravely will also participate in the Plenary Session’s panel discussion tackling vital questions surrounding the theme of the event, the new realities for diverse businesses.

Gravely will be joined by other professionals that round out the conference’s list of noteworthy participants. The plenary session will also include Mamon Powers from Powers and Sons Construction Company, Billie Dragoo, president and CEO of RepuCare and Repu/Staff, Maura Robinson of Maura G. Robinson, Inc. and John Thompson, CEO of Thompson Distribution Company. Attendees will also be treated to three breakout sessions following the plenary. Each breakout session will individually focus on Construction, Architectural, and Engineering Services, IT, Computer, and Marketing Services, and Products, Goods, and Professional Services. Following the breakout sessions there is the Awards Luncheon where a diverse business and a member of the Coalition will be awarded the Diverse Business of the Year Award and the Corporate Member of the Year Award, respectively.

Dr. Gravely provided the keynote address at the inaugural luncheon.

Gravely is also the founder of the Institute of Entrepreneurial Thinking, a think tank designed to create strategies to enhance small business development. The Cincinnati-based institute works closely with the city’s Chamber of Commerce as well as several national business leaders.

A prolific writer, Gravely has authored several books, including When Black and White Make Green, and What is the Color of Opportunity. He has written extensively on the issues surrounding minority business development in various articles (which are featured regularly in the Catalyst), and has participated in several business conferences throughout the United States.

To learn more about Melvin Gravely, click here.

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NMSDC Celebrates Forty Years of Promoting “Profiting Through Partnership”

This year marks the 40th anniversary of the National Minority Supplier Development Council (NMSDC). To commemorate this milestone, the diverse business advocacy organization honored corporations who have demonstrated sincere commitment to working with diverse firms. As stated on its website “[these] everyday heroes are the evidence of NMSDC’s success. By demonstrating our appreciation…we believe other corporations and minority businesses may be encouraged to become proactive in this worthwhile effort.” These businesses were recognized at the NMSDC Minority Business Leadership Awards Dinner Dance this past spring.

WBENC Honors Top Corporations for WBE’s

The Women’s Business Enterprise National Council (WBENC) released their annual listing of the top corporations for women-owned firms. Twenty-nine businesses were honored for their commitment to working with WBE’s. Some of the honorees listed in this thirteenth annual recognition are Bank of America, PepsiCo, Ernst and Young, and UPS. WBENC president and CEO Pamela Prince-Easton explains that women-owned firms are vital to strengthening the economy because they “add jobs and contribute to the economy.”

Diversity Inc. Ranks Marriott International As Best Corporate Supplier Diversity Program

DiversityInc. recently announced Marriott International is number one on its 2012 Top 10 Companies for Supplier Diversity. The diversity site showcased Marriott’s accomplishments with diverse firms: the hotel chain spends approximately 8 percent of total procurement on Tier I minority vendors and 9.5 percent on WBEs. DiversityInc. also highlighted other factors for Marriott’s recognition, such as mentoring and financial assistance for diverse firms, and by linking executive-level commitment to compensation.

Kelloggs Spends $350 million on Diverse Firms

In 2011, the cereal company spent $353 million on over 200 diverse, Tier I suppliers. Kellogg’s was honored by the Minority Business Development Agency (MBDA) with the CEO Leadership Circle of Excellence Award. Cathy Kutch, director of Supplier Diversity at Kellogg’s, explained that the company’s success goes beyond working with diverse firms solely because it is the right thing to do: “it’s about partnering with companies to foster mutual success and sustainable growth.” Kellogg president and CEO John Bryant shared the sentiment by explaining that “when our suppliers succeed, we succeed.”
The Indiana Black Expo ’s Business Conference Continues to Promote Entrepreneurial Spirit

On July 16 the Indiana Black Expo kicked off its 42nd Summer Celebration. One of the major events of Summer Celebration is the AT&T Black Business Conference. The week-long Conference provides minority and women business owners a wealth of information to help their businesses succeed. Informational sessions focused on important strategies such as Doing Business Globally, Local Contracting Opportunities, and Legal Issues for Small and Emerging Business. Purdue ’ s Office of Supplier Diversity Development (OSDD) had the opportunity to help MWBEs partner with state educational institutions (SEIs).

This session—Effectively Integrating Supplier Diversity Into The Sourcing Process/Doing Business with SEIs—exposed minority and women vendors to the world of sourcing at seven of Indiana ’ s public colleges and universities: Ball State, Indiana University, Indiana State University, Ivy Tech Community College, Purdue University, University of Southern Indiana, and Vincennes University.

A procurement professional from each school provided tools to successfully obtain opportunities do business with their respective institutions.

“ We ’ re here to help ” explained Loretta Gurnell, director of Business Diversity at Indiana University. Jesse Moore, director of OSDD reiterated the sentiment by encouraging the audience to pay close attention to each panelists ’ presentation. “ Please take advantage of the information provided in this session. These panelists are here to help you find opportunities to partner with their institutions. ”

Audience members were provided with instructions on how to register as new buyers, given step-by-step guidance of the bidding process, and contact information of the buyers in each university. And while the bidding process may seem slow, as Tim Stephenson from Ball State explains, vendors should not get discouraged. “ If you don ’ t hear from us right away, just be patient. It doesn ’ t mean that we ’ re not interested. We will get back to you. ”

Indiana, Kentucky Help MWBEs Participate in Ohio River Bridges Project

In a joint effort by the Indiana Department of Transportation (INDOT) and the Kentucky Transportation Cabinet certified disadvantaged business enterprises (DBEs) have the opportunity to participate in the Ohio River Bridges Project. This $2.6 billion project will reconstruct the Kennedy I-64/I-65/I-71 Interchange, and build two new bridges: a new I-65 that will cross the Ohio River, and a new SR-265 East End Crossing that will have a bridge and a tunnel over the Ohio River that will connect to I-265.

The Kentucky Transportation Cabinet is responsible for reconstructing I-65 in downtown Louisville, while INDOT will oversee the East End Crossing.

According to Victor Mendez of the Federal Highway Administration, “ This project will create jobs in the short term and set the stage for continued economic growth for years to come. ”

DBEs certified in Indiana will be considered certified in Kentucky for the purposes of working on the Downtown Crossing, and Kentucky DBEs will be counted as certified for Indiana East End Crossing construction work. Both INDOT and the Transportation Cabinet offer resources to help DBEs to become certified.

To learn more about certification and the Ohio River Bridges Project, please click here.
City of Lafayette Partners with HP Products—The city of Lafayette, Indiana has partnered with HP Products. Established in 1964 the Indianapolis-based company grew over the years from five employees to over 400. The certified, woman-owned business was recognized in 2011 as Diverse Business of the Year by the Coalition for its successes in the janitorial industry. Under the leadership of its CEO Bridget Shuel-Walker, the company contributes to several community programs such as Habitat for Humanity, the Boy Scouts of America, and the Disaster Relief Fund.

Netwise Provides Business Solutions to Evonik—Netwise Resources has established a deal to provide IT solutions and office equipment to Evonik-Tippecanoe Laboratories. The MBE firm provides Evonik an assortment of multifunctional device copiers and printers, as well as supplemental IT technical resources such as personnel. Netwise has even supplied resources to the chemical company’s other worksites, including Evonik’s facilities in New Jersey. Founded in 2001 by Mark Gibson, Netwise provides services in a variety of areas such as managed network services, imaging, copying and document management, and network support.

Lafayette Commerce helps bring Nanshan America to Tippecanoe County—Through the efforts of the Greater Lafayette Commerce, the Nanshan Group, the Chinese multinational corporation, is building the Nanshan America Advanced Aluminum Technologies plant in Lafayette, Indiana. This 600,000 square foot manufacturing plant is expected to generate 150 new jobs. Lafayette Commerce’s President and CEO Joseph Seaman explained that the new business could provide “jobs, a dynamic product with great sales potential, growth in a new industrial park, positive economic impact throughout our community and greater diversity in our manufacturing mix... ” The new facility will produce aluminum extrusions to be used in various industries. For more on Nanshan read the press release here.

SDDC Mission and Vision Statements

The Greater Lafayette Supplier Diversity Coalition encourages diversity and supports creative solutions that result in long-term partnerships between small diverse businesses and the larger members of the Greater Lafayette business community. The Greater Lafayette Supplier Diversity Development Coalition will enhance opportunities for minority- and women-owned firms to conduct business with the Greater Lafayette business community.

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I’ve been thinking. There is a difference between the right to try and the right to win in business. There is a fundamental market place premise. Businesses, all businesses, earn their right to be. And they are earning their right from the very start. The business plan is either good enough to become a real business or it isn’t. The execution of the business plan is either good enough to get a first customer or it isn’t. The growth strategy is either good enough or the business doesn’t grow.

Don’t get me wrong. Everyone does have a right to try. Our economic system has thrived on the right to entrepreneurship. More people trying entrepreneurship is good for everyone. The myriad of benefits that come along with minorities engaged in entrepreneurship is the strongest business case for any focus in this area. But the right thing is far from succeeding. Only the business (strategy, activities, execution, etc.) can earn the right to win. So setting goals and creating programs is actually about establishing the right to try. The right to try is important and worth our effort. An entrepreneur’s right to try should be unencumbered by the historical baggage of race, gender and discrimination. And not just the issues diverse firms deal with in the current environment but any of the vestiges of how our nation has handled these issues in the past. And the residual effects of our history on minority businesses are significant.

We cannot right the wrongs of the past but we can operate in a manner that recognizes how our past has impacted much of the current positioning of these diverse groups. There are a number of tangible and intangible elements that are leftovers from years of discrimination and lack of access. But that’s it. Positioning minority firms despite the challenge is all we can expect programs and goals to be able to do.

Earning the right to go to the next level is a combination of planning and executing. Supplier diversity and other inclusion programs can’t help with either. The spending goal might create some interest but to expect anything more is problematic. When “the program” is responsible for creating success we loose the real opportunity to grow market competitive diverse organizations. I believe in minority business programs and the impact they can make but I also know their limitations. Only entrepreneurs with strong strategy and a focus on execution create thriving businesses. Programs and goals are there to support entrepreneurs in doing so. No, I’m not letting “the programs” off the hook. I’m just bringing attention to the reality. Businesses earn the right to win. That’s what I think. What do you think? Email your comments to: Dialouge@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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Recognitions

Mitch Daniels Brings Leadership, Economic Development Experience to Purdue

On June 21 the Purdue Board of Trustees unanimously elected Indiana Governor Mitch Daniels as Purdue University’s 12th president. Daniels served two terms as governor of Indiana. He will assume his new position in January, 2013 when his second term ends. During his administration Daniels’ economic policies led Indiana to end the 2012 fiscal year with over $2 billion in reserves and a $500 million structural surplus. Indeed, Daniels’ fiscal experience was one of several factors that led to his candidacy.

“As a two-term Governor with the most votes in Indiana’s electoral history, he has proven that he knows how to effectively and successfully lead a large institution with diverse constituencies” explained Keith Krach, Chair of the Board of Trustees. “He managed the business affairs of the state during one of the most difficult economic periods in history, turning a deficit into a surplus.”

One of Daniels’ major focuses was to grow Indiana businesses during his tenure as governor. He devised the Buy Indiana plan which called upon state agencies to spend ninety cents of every tax dollar on Indiana businesses. He also saw the potential of women and minority-owned businesses to flourish. For example, during the Indiana Convention Center expansion and the construction of Lucas Oil Stadium Daniels and the Indiana Stadium and Convention Building Authority (ISCBA) set MWBE utilization goals of 15% MBE and 5% WBE. These goals were ultimately exceeded—MWBE participation combined was approximately 49% for both projects.

MWBE SPOTLIGHT...

For over thirty years, Moody Nolan, Inc. has been one of the most recognized architectural firms in the United States. The prestigious firm has been honored with two AIA Ohio Gold Medal Awards. One of those Medals was for Firm of the Year in 2006. While based in Columbus, Ohio Moody Nolan has offices throughout the United States and a staff of 170 employees.

Curtis Moody (pictured) and the late Howard Nolan formed the partnership which became known as Moody Nolan in 1982. Over time, the firm grew to become one of the largest minority-owned architectural firms in the nation. The company’s architects attribute this success to Nolan’s vast experience and reputation as a civil engineer and Moody’s talents as a gifted architect. This synergy culminated into the first major project completed by the firm: the Schottenstein Center at the Ohio State University.

Since then, the firm now boasts several collegiate clients, including the University of Wisconsin and the University of Texas among others. Moody Nolan has worked for Indiana schools as well, such as the Health and Recreation Complex at Butler University and Hockmeyer Hall of Structural Biology at Purdue University. The firm’s current project for Purdue is the new France A. Cordova Recreational Center (named after former Purdue President France Cordova) which is scheduled to open in October, 2012.

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## Upcoming Business Development Events

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<td>October 24-26</td>
<td>NAEP Regional Conference</td>
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<td>October 28-31, 2012</td>
<td>NMSDC Conference</td>
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<td>October 30, 2012</td>
<td>ACEC Indiana Diversity and Prime Businesses Networking Fair and Reception</td>
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<td>November 16, 2012</td>
<td>The 8th Annual Relationships to Partnerships Sessions</td>
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<td>West Lafayette, Indiana</td>
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## 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](#)

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**Office of Supplier Diversity Development**

401 S. Grant Street  
West Lafayette, IN 47907  
(765)494-3739  
[http://www.purdue.edu/supplierdiversity](http://www.purdue.edu/supplierdiversity)

Jesse L. Moore, Director/ *Catalyst* Editor-in-Chief  
Marta Foth, Administrative Assistant  
Terry Turner, Supplier Diversity Specialist

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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.

Conexus Indiana
111 Monument Circle Suite 1800
Indianapolis, IN 46204
Phone: 317.532.4777

Greater Lafayette Small Business Development Center (Hoosier Heartland)
Burton D. Morgan Center
1201 W. State Street West Lafayette, IN 47907
Phone: 877.882.7273

Indiana Minority Supplier Development Council
2126 N. Meridian Street
Indianapolis, IN 46202
Phone: 317.921.2678

Indiana Department of Administration (IDOA) Minority and Women’s Business Enterprises Division
402 W. Washington St., Rm. W469
Indianapolis, IN 46204
Phone: 317.233.6607

National Association of Women Business Owners (NAWBO) Indianapolis
2126 N. Meridian St., Suite 200
Indianapolis, IN 46202
Phone: 317.608.0250

National Association of Women Business Owners (NAWBO) Indianapolis
2126 N. Meridian St., Suite 200
Indianapolis, IN 46202
Phone: 317.608.0250

U.S. Small Business Administration (SBA)
Indiana District Office
8500 Keystone Crossing, Suite 400
Indianapolis, IN 46240
Phone: 317.226.7272

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