The 8th Annual Relationships to Partnerships Sessions

Dr. Melvin Gravely headlines the annual conference at Purdue University

Plus:
MWBEs and the Global Economy

Minority Business Development Agency Reports An Increase of Diverse Firms Exporting Goods and Services

The Supplier Diversity Development Coalition

MWBEs receive large contracts from Coalition companies during last fiscal year

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Letter for the Editor

Upholding the Dream

“Human progress is neither automatic nor inevitable... Every step toward the goal of justice requires sacrifice, suffering, and struggle; the tireless exertions and passionate concern of dedicated individuals.”

Usually Jesse Moore, the editor-in-chief of the Catalyst and the director of the Office of Supplier Diversity Development (OSDD) provides the introductory letter in each quarter’s newsletter. This quarter, the staff of OSDD would like to switch gears and congratulate Mr. Moore for being honored with the 2013 Purdue University Dreamer Award. His passion and commitment to diversity and equality clearly resonate with Dr. Martin Luther King Jr.’s philosophy of an inclusive world.

This can easily be attributed to one of the lessons Mr. Moore shares about supplier diversity: “First and foremost, supplier diversity is not a set aside program; it is about providing access to opportunities.” Supplier diversity provides a means for underutilized businesses to communicate with decision makers in various industries. Indeed, his experiences prove that advocacy has always been at the forefront of his mind. For over 25 years he has championed diverse businesses as executive director of both the Indianapolis Black Chamber of Commerce and the Economic Development and Small Business section of the Indiana Chamber of Commerce. He also served as advocacy manager for the Greater Indianapolis Chamber of Commerce. In 2005 he came to Purdue University and developed a nationally-recognized and well-respected supplier diversity program.

But beyond his responsibilities as director of Supplier Diversity Development, Jesse Moore lends his time and talents to making Greater Lafayette a welcoming environment for all. As a board member of the Hanna Center, he is involved in enriching the lives of the Hanna community’s diverse population. As president of the Greater Lafayette Indiana Black Expo, he has created programs that target disadvantaged youth from all races. He is also a participant in the City of Lafayette’s Commission of African American Affairs, a division dedicated to improving the conditions of a fast-growing segment of Lafayette, Indiana’s population. Mr. Moore’s tireless energy and enthusiasm continues to inspire not only our office but also all who have the opportunity to meet him.

It is this unrelenting commitment that fuels Mr. Moore’s drive to serve. It calls to mind another saying of Dr. King’s, one mirrored in Mr. Moore’s perception of service: “All labor that uplifts humanity has dignity and importance and should be undertaken with painstaking excellence.” As I reflect upon the celebration of Martin Luther King Jr.’s life and legacy, I recognize that service and the pursuit of excellence are not lofty ideals, but integral parts of the human spirit. These characteristics are evident in both Dr. King’s vision, as well as Mr. Moore’s.

On behalf of Marta Foth, I want to congratulate Mr. Jesse Moore not only for receiving the Dreamer Award, but for successfully bearing Dr. King’s standard of service, excellence, and equality for all.

—Terry Turner
In October, the new Student Fitness and Wellness Center opened its doors to Purdue University faculty, staff and students. The 355,000 square feet complex is not only a testament to Purdue’s commitment to overall student development. The facility also represents the university’s commitment to, and recognition of, diversity. The new center also honors Dr. Frances Cordova, Purdue’s first Latino and woman president.

Dr. Cordova came to Purdue in 2007 as the university’s 11th president. During her tenure she created a legacy that focused on enhancing academic scholarship. She also helped increase domestic and international student enrollment at Purdue as well. Dr. Cordova also spearheaded the $98 million renovation of the recreation center by working with students who wanted improvements made to the older facility. “I’m elated to see this student dream fulfilled, and deeply honored by the naming” remarked Cordova.

The design of the new facility can be accredited to Moody-Nolan, Inc., a minority-owned architectural firm based in Ohio. The firm received a $6.5 million design contract that was authorized by the University’s Board of Trustees.

In addition, Turner Construction Company, who served as part of the construction management team, partnered with Garcia Construction Group on the renovation project. Garcia Construction is a certified minority-owned construction management and design-build firm located in Indianapolis. Previously, Turner Construction and Garcia Construction worked together to inform MWBE subcontractors and suppliers about the project through outreach events and pre-bid meetings.
New Realities Facing Diverse Businesses

Dr. Melvin Gravely and Business Professionals Explore the Theme of the 8th Annual Relationships to Partnerships Sessions

Purdue University, and other members of the Supplier Diversity Development Coalition of Greater Lafayette, welcomed women and minority vendors to the 8th Annual Relationships to Partnerships Sessions. As with previous years, the aim of the Coalition is to bring together diverse businesses from across the state and corporations that are members of the Coalition. The November 16th event had approximately 130 diverse vendors from various industries.

The event started with a Plenary Session led by a dynamic group of small business professionals. Joseph Seaman, president of Greater Lafayette Commerce served as facilitator. The Plenary Panel comprised of John Thompson, CEO Thompson Distribution, Billie Dragoo, CEO of RepuCare, Inc., Mamon Powers III, vice president of Powers and Sons Construction, Inc., Maura Robinson, president of M.G. Robinson, Inc. and Dr. Gravely, president and CEO of Triversity Construction and the Institute for Entrepreneurial Thinking. The panelists explored the theme for the conference: the New Realities Facing Diverse Businesses.

"With the explosion in population" [among Latinos and women] explains Maura Robinson "we have become the investors and consumers of the corporations [who] we want opportunities [from]. The reality of the future of business is the ability to create collaborative efforts with other companies." John Thompson expressed similarly "I venture to say that corporations support minority-owned businesses because that is their customer base." He also explained that diverse businesses must do business globally in order to remain competitive. "If you're not thinking globally today, then you got to change. You can't necessarily sell all your services around the world, but you do have to source some goods and services from around the world."

After the Plenary Session, attendees participated in one of three Breakout Sessions: Construction and A/E, Marketing and IT, and Good and Services. Each session was led by professionals who are experts in these respective fields.

The Awards Luncheon, which followed the Breakout Sessions, honored three nominees for the first time. The Diverse Business of the Year, Corporate Member of the Year, and the Newcomer Award for new Coalition members whose activities reflected the goals of the Coalition were awarded to Jane Ausman-Mudawar, owner of Jane’s Deli and Catering, Ivy Tech Community College, and Roger Bradley of IU Health Arnett respectively. Dr. Gravely capped the day’s events by delivering the keynote address.

"The future is brighter than it’s ever been" explained Gravely. "The playing field is about to be more level than it has ever been, but only for those who are pursuing competitiveness relentlessly...pursue it relentlessly and the sky’s the limit.”
Minority-owned Businesses Outpace Non-minority Businesses in Exporting, MBDA Reports

Minority-owned businesses are more likely to export their goods and services than non-minority-owned businesses, according to the latest report from the Minority Business Development Agency (MBDA). In their report America: Built to Last, diverse firms have not only exceeded predominantly white-owned companies, but they are also on track to have record growth in their respective businesses, according to David Hinson, MBDA’s National Director.

“The MBDA...led federal efforts to promote the growth and global competitiveness of America’s minority business community” states Hinson. “This community directly and indirectly provides over 16 million jobs for U.S. citizens, over $1 trillion of annual economic output to the U.S. economy, and is the nation’s fastest growing business sector.”

The rapid growth of these diverse firms shows a trend that they are positioned to continually outpace all other firms in exporting. During FY 2011, minority-owned companies exported to 41 countries. According to the report, diverse companies are three times more likely to generate 100 percent of their revenue from exporting. Minority-owned companies are also leading all other companies in exporting wholesale trade, finance, support, and professional services. These firms also have made significant strides in exporting manufacturing, educational, and retail trade exports.

MBDA attributes this success to its partnerships with various national and international trade organizations, such as the U.S. Trade Development Agency and the Overseas Private Investment Corporation. Partnering with these organizations helped MBDA better promote the financial advantages of working with minority-owned businesses. For example, Hinson explained to the Global Merger and Acquisitions Symposium in London how diverse firms have the potential to produce high ROI just by providing foreign companies a gateway into U.S. markets.

This was best illustrated in the case study of Springboard Corporation, an African-American-owned, organizational development company, and Corporate Culcha, an Indigenous-owned Australian company that specializes in workforce training. MBDA and the Australian Indigenous Minority Supplier Development Council (AIMSDC) was able to facilitate a meeting between Springboard’s CEO Pamela Carlton, and Corporate Culcha’s executives who were ultimately able to establish a partnership that allowed Springboard to provide diversity training at several Australian universities, while Corporate Culcha partnered with diverse firms in the U.S.

"The opportunities are limitless because companies are now becoming much more global. Coming to Australia and establishing a partnership with Corporate Culcha helps me build a global practice" explained Carlton in the National Indigenous Times in April. “You have more diversity in terms of immigrant population, the Aboriginal population that you can draw upon that is embedded in your communities than certain regions in the United States so there are opportunities for me to learn a lot and for me to broaden my expertise to take back to the U.S. or use in other places around the world.”

To read the report in its entirety please visit MBDA’s website by clicking here.
Supplier Diversity Around the Nation

Coca-Cola Recognizes Champions of Diversity at Annual Event

The Coca-Cola Company awarded six advocates and champions of Supplier Diversity at the 2012 Partners in the Promise Awards Celebration. These advocates serve as either employees or as representatives to companies that have previously worked with the soft drink company. The Chairman of the Year Award, Outstanding Leadership Award, Buyers of the Year Award, Champion of the Year Award, and the Partners in the Promise Awards went to Michael London, Mark Shaughnessy, Karin Stern and Don Herndon, Danise Van Vuuren, Joseph Raia, and Harris and Ford, respectively. Coca-Cola spent $766 million with diverse firms in 2011.

MWBE Spend Likely To Increase According to Benchmark Study

Spending on diverse groups is likely to increase within the next two years, according to a benchmarking report by CAPS Research. One hundred twenty U.S. companies provided data detailing their spend with minority and woman-owned businesses. According to the report, 13 percent of total U.S. spend is with MBEs, 5 percent of U.S. spend is with WBEs, and spend on small businesses represent less than 4 percent. Moreover, 70 percent of awarded contracts that went to MBEs were bid competitively. CAPS Research is a joint endeavor by the Carey School of Business at Arizona State University, and the Institute for Supply Management.

Major League Baseball Holds First Diversity Business Summit

One thousand job seekers and diverse business owners attended the first ever Diversity Business Summit at the Hyatt Regency McCormick in Chicago. The attendees were able to engage executives from several MLB clubs who spoke about access to opportunities within their organizations. MLB administrative officials also spoke about the importance of senior management commitment to diversity. During the panel discussion George Postolos, president and CEO of the Houston Astros explained that “We’ve found that being more aggressive in pay and having ownership and senior management involved in recruiting talented minority candidates is really essential if you want to have leaders in the organization and if you want to have a racially-diverse organization.”

Infrastructure Modernization Plan Opens Doors for MWBEs

According to the National Association of Regulatory Utility Commissioners (NARUC), it will cost $4 trillion to modernize the nation’s utility infrastructure, reports The Washington Informer. At its annual meeting in December, NARUC explored cost effective solutions to upgrade water, gas, and electricity. Part of that solution is to solicit MWBEs that specialize in the utility industry to partner with larger utility companies. It is NARUC’s hope that these emerging opportunities will not only grow diverse firms, but will also “create wealth and increase economic returns to underserved communities...as well.”

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For Immediate Release!
Women’s Business Certification Options Expand

INDIANAPOLIS (August 20, 2012) – Women business owners will have expanded options for certification when doing business with Indiana government and other entities thanks to a memorandum of understanding executed by the state’s Minority and Women’s Business Enterprises Division (MWBED) and the Women’s Business Enterprise Council-Great Lakes (WBEC-GL).

Certification from the WBEC-GL, regional partner with the internationally recognized Women’s Business Enterprise National Council, guarantees that a business is 51 percent owned, operated and controlled by a woman or group of women. Certification is required for minority or women-owned businesses serving as MWBE subcontractors on state funded projects.

The MOU sets forth that a woman’s business certification from the WBEC-GL will serve as a recommendation for certification with Indiana’s MWBED. “Certification is a positive step for any WBE doing business in local, regional, national and global markets. We are excited about our new partnership with WBEC-GL and the expanded opportunities available to Indiana’s women entrepreneurs,” said Felecia Roseburgh, deputy commissioner for the Indiana Minority and Women’s Business Enterprise Division.

WBENC’s world-class certification is accepted by more than 1,000 corporations representing America’s most prestigious brands, in addition to many states, cities and other entities. WBENC is also an approved third party certifier for the United States Small Business Administration Women-Owned Small Business Federal Contracting Program.

Indiana’s MWBED is a multi-purpose service agency for all Minority Business Enterprises and Women’s Business Enterprises. The Division actively promotes, monitors and enforces Indiana’s supplier diversity program to provide an equal opportunity to minority and women’s business enterprises that seek to participate in the state’s procurement and contracting process.

The Indiana Construction Roundtable Diversity Initiative
By Chris Price

The Indiana Construction Roundtable (ICR) serves the construction industry by bringing together industry leaders to work through the challenges facing the “owners” or “consumers” of construction services. The ICR is comprised of a diverse mix of owners, contractors, suppliers, designers and service providers. The ICR has quarterly membership meetings, a diversity initiative which features a mentor protégé program, a workforce development committee that is committed to promoting careers in construction to the younger generations and developing a stronger workforce.

The ICR Diversity Initiative is a unique program that is helping to grow and strengthen our workforce by encouraging meaningful diverse participation. Our program goes beyond the traditional “diverse spend” that is most commonly considered on projects. Contractors participating in the ICR program earn points in four different categories: project spend, education and training, workforce diversity, and mentor protégé participation. These points are then used to show a company’s commitment to diversity when bidding work. The program has influenced the way owners throughout Indiana think about diversity, and is utilized in full by Eli Lilly & Company for capital improvements projects.

The ICR Mentor Protégé Program was birthed from the ICR Diversity Initiative, and is recognized as a premier program in the Indiana construction markets. For those companies participating in our Mentor Protégé Program, we offer free quarterly training sessions. These programs often involve business training exercises, networking opportunities and interactive role plays or group activities. Additionally, each partnership meets on a monthly basis and reports back to the ICR office with monthly progress updates.

For more information on becoming involved with the Indiana Construction Roundtable, please contact Chris Price, Executive Director at 317-686-2669.
MWBE Contracts with Coalition members shows its impact on small business development —

During FY 2012, diverse firms that have partnered with members of the Coalition received several contracts. Jesse Moore, director of Supplier Diversity Development and president of the Coalition, spoke about the access diverse firms have to opportunities with Coalition members. “The Coalition... has invited diverse firms to present in their monthly meetings; it’s an efficient way for small businesses to utilize their time because they can address many businesses at once. Bottom line: contracts are being rewarded, and relationships are becoming business partnerships.” To best illustrate this, Moore highlighted recent contracts one Coalition member entered into with many of the firms who presented previously before the entire Coalition. “We are collecting data now that exhibits the results of the [Coalition and diverse business] meetings and these R2P—Relationships to Partnerships—events. Last year, one of the Coalition firms did business with 11 diverse firms that have come to West Lafayette to meet with the Coalition. The total of those 11 contracts is more than $2.3 million dollars. That’s what we do.”

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SDDC Mission and Vision Statements

The Greater Lafayette Supplier Diversity Development 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.
What Would You Do If You Weren’t a Minority Firm?

By Melvin J. Gravely, Ph.D.

I’m concerned. I’m concerned that business owners who are from minority groups still see themselves as owning a minority business. It is obvious some have decided to settle for being in the minority business as their business. But I’m most concerned about other well-intentioned minority entrepreneurs who still have trouble avoiding the minority business trap. There was a time when it was possible (and maybe even prudent) for minorities to grow significant business through special programs. That avenue for growth is more difficult today. Plus the way the political winds and competitive breezes are blowing it’s also no longer a sustainable business model. But the programs still exist. How does a person navigate the thin line between leveraging the opportunities presented by minority programs and avoiding an over reliance on those same programs? The answer is to constantly ask the same question and then act on the answers.

The question is “what would you be doing if you were not a minority firm?” It seems like a simple question but it really does drive your business thinking in another direction. Answering this one question moves you to consider how would you be planning, what markets, what customers and what partnerships would you be pursuing? Think about it. When you are approached with a joint venture opportunity that does not create a sustainable competitive advantage, the answer to the invitation is “no thank you.”

The reason is simple: a joint venture with no competitive advantage is the work of a minority firm working in a minority business program. It is a distraction and a resource thief to a business trying to enhance their market competitiveness. The question works for almost every situation from when you are making a hire, looking for funding or considering an investment in sales and marketing.

For too many race has become the predominant factor to our success. Race still matters but not nearly as much as your value proposition, the strength of your ideas, the clarity of your strategy and your commitment to outstanding execution. So what would you do if you were not a minority firm? The answer is the new secret ingredient to the success of minority businesses. 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 for 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.
Recognitions

Mayor Awards Diverse Firms, Corporations at Annual Luncheon

On January 8th, Indianapolis mayor Greg Ballard recognized six diverse and corporate firms at the 12th annual Mayor’s Celebration of Diversity Awards. The event was attended by hundreds of minority and women-owned companies as well as larger corporations. The awards honors businesses that have demonstrated their commitment to diversity through various programs and initiatives that are developed to promote inclusivity.

Nominees were awarded based upon excellence in the following award categories: Development in Diversity, Community Relations, Workforce Diversity, Leadership, and two special award categories, the Distinguished Veteran Service Award, and the Sam H. Jones Award, which is named after the first president of the Indianapolis Urban League. This year’s winners are the Indianapolis Foundation (Development in Diversity), Mezzetta, Inc. (Community Relations), the Indianapolis Public Library (Workforce Diversity), LCP Transportation, LLC (Leadership), Jesus Quintana, Jr. (Distinguished Veteran Service Award), and KeyBank (Sam H. Jones Award).

“Everyday, our city celebrates diversity—diversity of race, gender, ability, heritage, and culture. . .we celebrate the opportunity that comes from diversity, and that from our differences come strength, creativity, and growth” said Ballard.

Click here to learn more about the Celebration of Diversity Awards.

MWBE SPOTLIGHT

Loftus Engineering has built its reputation on employing a thoughtful, disciplined, technical approach to each of its projects, regardless of size or complexity. The firm designs sustainable mechanical and electrical systems that integrate into the overall building to result in efficient, maintainable infrastructure for its clients’ facilities. Every project at Purdue benefits from the firm’s professional staff’s knowledge of Purdue standards and experience in collaborating with Purdue project managers, engineers and educational departments.

Loftus Engineering was founded by Purdue alumna Karen (Smith) Loftus, (BS A&AE 1985) in 2004. Since then, the firm has provided Purdue University with mechanical and electrical consulting engineering services for over 70 separate renovation and new construction projects. Of note is the Roger B. Gatewood Addition to Mechanical Engineering, dedicated in 2011, and Purdue’s first building certified as a Leadership in Energy and Environmental Design (LEED) Gold building.

The firm also served as the mechanical, electrical and technology engineer for the Center for Student Excellence and Leadership building and as electrical engineer for the adjacent Vawter Field Housing project, both currently under construction at the intersection of Third Street and Martin Jischke Drive along the Student Success Corridor of the West Lafayette campus. Loftus Engineering, which concentrates on higher education’s academic, research and housing facilities, also lends its expertise to other Indiana institutions, such as Rose-Hulman Institute of Technology and several of the Indiana University campuses.

Loftus Engineering, a certified woman-owned business, maintains a commitment to diversity and the promotion of women in science, engineering and technology. Forty percent of the firm’s staff are women. The company has also contributed time and resources to other initiatives, such as IUPUI’s Preparing Outstanding Women for Engineering Roles (POWER) Summer Camp and Girls Inc.

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# Upcoming Business Development Events

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<tr>
<th>Month/Day</th>
<th>Event</th>
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<tr>
<td>March 21—May 16, 2013</td>
<td><strong>Indiana Model Contractor Development Program</strong></td>
<td>Indiana Community Action Association (every Thursday for 8 weeks)</td>
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<td>April 7—10, 2013</td>
<td><strong>NAEP 92nd Annual Meeting</strong></td>
<td>Disney’s Contemporary Resort Orlando, FL</td>
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<td>April 24—25, 2013</td>
<td><strong>Indiana Business Opportunity Fair</strong></td>
<td>J.W. Marriott Indianapolis, IN</td>
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<td>May 15, 2013</td>
<td><strong>Indianapolis International Airport Business Opportunity Fair</strong></td>
<td>Indianapolis International Airport</td>
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<td>June 6th, 2013</td>
<td><strong>Construction Connection</strong></td>
<td>Martin University Indianapolis, IN</td>
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<tr>
<td>November 15, 2013</td>
<td><strong>The Ninth Annual Relationships to Partnerships Sessions</strong></td>
<td>Purdue University West Lafayette, IN</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**

Click below for further information regarding:

- The JOC Program
- The ACCESS Program
- Doing Business with Purdue
- 2010 Indiana Disparity Study

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Business Resources

Do you need help with your company? Take a look at our listing of organizations listed below. These organizations are available to offer guidance and assistance to diverse business owners no matter the life cycle of your company.

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

Department of Minority and Women Business Development
200 E. Washington St.
Indianapolis, IN 46204
317.327.5262

Minority and Women's Business Enterprises Division
402 W. Washington St., Rm. W469
Indianapolis, IN 46204
Phone: 317.233.6607

Burton D. Morgan Center
1201 W. State Street
West Lafayette, IN 47907
Phone: 877.882.7273

2126 N. Meridian Street
Indianapolis, IN 46202
Phone: 317.608.0250

Burton D. Morgan Center
1201 W. State Street
West Lafayette, IN 47907
Phone: 877.882.7273

2126 N. Meridian Street
Indianapolis, IN 46202
Phone: 317.921.2678

Indiana District Office
8500 Keystone Crossing, Suite 400
Indianapolis, IN 46240
Phone: 317.226.7272

Office of Supplier Diversity Development
401 S. Grant Street
West Lafayette, IN 47907
(765) 494-3739
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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