SUPPLIER DIVERSITY AT ALTRIA

“We have a vested interest in doing business with diverse suppliers,” says Rueben Turner.
Educational Institutions Are Getting Their Supplier Diversity Acts Together

by Jesse L. Moore
Purdue University

Today more and more colleges, universities, and K-12 school systems are either starting or expanding their supplier diversity programs. These economic powerhouses are realizing their roles to identify and increased opportunities for those in our society and our communities who have not fully participated in the economic dreams of the nation. Large segments of our citizens who have only recently been allowed to show what they can add to the American economy and to the American Dream are now primed and positioned to assist us in reaching our institutional goals by supplying us with competitively priced quality products and services.

NAEP has, for the past 10 years, presented a platform every other year to showcase best practices and networking among supplier diversity professional in education. But why? Why do NAEP and its volunteers go through the time and effort to present these training institutes for Members? Is it really that important and worth all the resources of time and expense to plan and implement the institutes?

I’ll share some thoughts from people who are donating their time to plan this year’s Supplier Diversity Institute a little later but first I’d like to share some data from the latest U.S Census Bureau report on small businesses in the United States. The Bureau conducts extensive surveys every five years and this data reflects the findings in the 2007 report and compares the results with the findings of the 2002 report.

Women-Owned Businesses (WBE) increased from 6.5 to 7.8 million firms, which was a 20.1% increase from 2002 and now represents 28.7% of all firms in the U.S. Their receipts increased by 26.7% but only represent 3.9% of all receipts of firms.

Minority-Owned Businesses (MBE) grew from 4 to 5.8 million firms, which was a 45.5% increase in the number of firms, and they now represent 21.3% of all the firms in the country. Their receipts grew by 55.6% and they still only represent 3.4% of all the receipts of all firms.

Combined Women-Owned firms and Minority-Owned firms comprise 50% of all businesses and, yet, only receive 7.3% of the receipts of businesses transactions in the United States!
WESTVILLE, Ind. - William E. "Bill" Sullivan has been named Purdue University’s chief financial officer and treasurer, effective June 1. Sullivan’s appointment was approved Friday (April 4) by the Board of Trustees at its meeting at Purdue North Central. Sullivan will report to Purdue President Mitch Daniels and to the board.

"Bill brings vast experience in finance as well as a true enthusiasm for the direction in which Purdue is heading," Daniels said. "With his qualifications, experience and tremendous energy, Bill will provide the leadership necessary to help us meet and exceed our financial and administrative objectives."

Sullivan, who currently resides in Long Beach, Ind., retired in May 2012 as chief financial officer of Prologis, a leading owner, operator and developer of industrial real estate, where he was responsible for worldwide corporate finance, including treasury, cash management, financial planning, accounting, tax and investor relations. He serves on the boards of Club Corp. Cyrus One, Jones Lang LaSalle Income Property Trust, and Loyola Academy and is a member of the American Institute of Certified Public Accountants. Prior to joining Prologis, he was founder of Greenwood Advisors, a private financial advisory firm; chairman and CEO of Sitestuff, Inc., a real estate goods and services procurement company; and worked at Jones Lang LaSalle from 1984-2001, where he served as chief financial officer from 1997-2001.

Members of the trustees’ Finance Committee reviewed applicant resumes and interviewed candidates for the position.

"We were very pleased with the many qualified individuals who applied for this critical position at Purdue," said Don Thompson, who chairs the Finance Committee. "Purdue is well-known for its strength in efficient operations, and we know Bill Sullivan will build on those strengths as we move forward."

As Purdue’s CFO and treasurer, Sullivan will manage, administer and provide oversight of the $2.3 billion university budget and will be charged with ensuring institutional integrity in financial matters, budgetary construction, optimal resource allocation and maximum operational efficiency. Sullivan will set the direction as the university considers alternate budget models that will help achieve its financial objectives.

"Purdue is well-respected for its sound fiscal management," Sullivan said, "and I look forward to working with the talented individuals in this organization as we continue to address the financial challenges inherent in higher education today, and push toward even more effective and efficient operations."

Sullivan holds a bachelor’s degree from Georgetown University and an MBA from the Kellogg School of Management at Northwestern University. He is married and has four grown children. Sullivan’s wife, Suzanne, is an independent consultant in educational leadership, and will also pursue professional and educational interests in Greater Lafayette.

Sullivan will succeed Al Diaz, who is leaving the university to become the top financial officer at Marymount University in Arlington, Va.
Supplier diversity at Altria: established and still growing

Supplier diversity is a win-win for Altria Group and niche visualization supplier CrossPlatform Design. The two companies have helped each other in many ways.

For more than thirty years, Altria and its family of companies have partnered with diverse businesses through an enterprise-wide supplier diversity program. “We have a vested interest in doing business with diverse suppliers,” says Rueben W. Turner, Altria Client Services manager of corporate responsibility and supplier diversity development. “Having a supplier diversity program helps align the companies’ supply base with the changing demographics within the U.S. It gives our companies the opportunity to promote entrepreneurship and invest in the communities where we live and work.”

Finding the right matches

Altria Group, Inc. (Richmond, VA) is the parent company of Philip Morris USA, U.S. Smokeless Tobacco Company, John Middleton Company and Ste. Michelle Wine Estates. “Our engagements with associations like the National Minority Supplier Development Council (NMSDC) and the Women’s Business Enterprise National Council (WBENC) provide us direct contact with diverse suppliers,” Turner says.

Altria requires that diverse suppliers have third-party certification from NMSDC, WBENC, or state and local agencies like Virginia’s Small Business Administration and Small, Women-owned, and Minority-owned Business (SWaM) certification program.

“On the Altria website, there’s a portal where prospective suppliers can register to let us know they’re available and what type of services they can provide. As we search the database for potential business partners,” Turner explains. The portal is www.altria.com/supplierdiversity.

CrossPlatform Design offers specialized visualization services

For the last three years, Altria has been a customer of CrossPlatform Design LLC (CPD, Richmond, VA). This company, started in 1999, specializes in decision-based virtual interactive immersive training using game engine technology.

CrossPlatform Design is NMSDC-certified and recognized in Virginia and the U.S. federal courts as an expert in visualization. “Certification has given us access to supplier diversity programs at companies nationwide. It’s not a guarantee of work, but at least we know who the players are,” says Jeffrey C. Taylor, president and chief executive officer.

CrossPlatform Design’s relationship with Altria began in 2011 when an Altria plant manager gave the company an opportunity to make a presentation. “This led to Altria asking us to work on a proof of concept project, which in turn led to a full-scale job creating a training program,” says Taylor.

For its work with Altria, CrossPlatform Design uses its Virtual Trainer, a computer-based application that simulates existing plant equipment and machinery. It provides an interactive visual learning environment to help workers assemble, disassemble, repair, clean, maintain and operate equipment.

“This service can help reduce Altria’s training costs,” says Turner. “Usually in our industry, we would have to shut down our machines in order to perform in-depth training. But the Virtual Trainer has enabled us to show a simulation of what goes on inside the machines, allowing our workers to get a close look without incurring injury.”
FOR IMMEDIATE RELEASE: April 17, 2014  
CONTACT: Ebony Chappel  
(317) 924-5143  
Assistant@IndyRecorder.com  

Expanding reach  
Collaboration will form new Missouri business publication

INDIANAPOLIS - Indiana Minority Business Magazine (IMBM) and Mid-States Minority Supplier Development Council (Mid-States MSDC) have joined forces to publish the Missouri Minority Business Magazine, an online publication that will serve the business communities of Missouri.

IMBM is Indiana’s only business magazine that is inclusive of all minorities. The quarterly publication focuses on business, lifestyle and diversity and is distributed throughout Indiana. At 9 years old, IMBM is the sister publication of the historic Indianapolis Recorder Newspaper.

Mid-States MSDC, formerly Indiana Minority Supplier Development Council, serves as an advocate for the economic well-being and growth of certified MBEs (Minority Business Enterprises), while also providing a direct connection for corporations committed to purchasing products and services from certified MBEs.

"At the core, our respective entities focus on educating, cultivating and promoting minority professionals," said IMBM President Shannon Williams. “With such a shared mission, this partnership made perfect sense. The Missouri Minority Business Magazine is a great way to expand our brand in another state, while also enhancing the work of the Council and everything it does throughout the region.”

Mid-States MSDC is an affiliate of the National Minority Supplier Development Council. Its territory includes Central Illinois, Indiana and Eastern Missouri. Carolyn Mosby, president of Mid-States MSDC says Missouri’s business landscape is an opportune market for the Missouri Minority Business Magazine.

“Missouri has a plethora of minority businesses – some which lead the country in their specific industries. Producing the Missouri Minority Business Magazine is an outstanding way to promote these businesses. My team and I are really excited about the tremendous possibilities this collaboration presents,” said Mosby.

The Missouri Minority Business Magazine will officially launch soon.

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The National Association of Surety Bond Producers (NASBP) prepared this online training course, “Understanding Contract Surety Bonding: An Orientation Course for Small Contractors,” to provide small and emerging contractors with the information and resources necessary to understand contract surety bonds and how best to position themselves to achieve surety credit. Without a basic knowledge of contract surety bonds, a small contractor will find it difficult to grow its business past a relatively small size. The course is available for anyone at any time, and is priced at $25. The course can be taken by a student at his/her own pace within a 12-month period after purchase. Each chapter concludes with review questions to help the student gauge how well he/she has comprehended the chapter’s content. Remedial responses or brief explanations about the answers are provided for each question. To receive a certificate of completion of the course, the student must respond to all questions but does not have to provide a correct answer for every question. The chapter titles are:

- Chapter 1 What Is Contract Surety?
- Chapter 2 What the Surety Looks for in a Contractor (or How Do I Become Bondable?)
- Chapter 3 Role of the Professional Surety Bond Producer
- Chapter 4 Establishing Relationships with Other Professional Service Providers—Bankers and Attorneys
- Chapter 5 Construction Procurement and the Roles of Those Involved
- Chapter 6 Governmental and Other Resources for Small Construction Companies
- Chapter 7 Basics of Contract Bond Claims

After completing this orientation course, a small and emerging contractor should expect to have the following:

- a basic understanding of three main contract surety bonds: bid bonds, performance bonds, and payment bonds;
- a basic understanding of the surety’s prequalification process, i.e., how a small contractor becomes bondable;
- information about the four professional service providers critical to a small contractor’s success: the surety bond producer, construction accountant, banker, and construction attorney;
- an overview of the traditional construction procurement process;
- a basic understanding of the roles of the main parties involved in the construction process: owner, design professional (architect or engineer), contractor, and subcontractors;
- an awareness of the resources available to a small contractor to assist it with obtaining advice on business growth, obtaining bonds, and obtaining loans; and
- a basic understanding of the bond claims process.

NASBP has partnered with WebCE, a leading nationwide provider of Continuing Education for insurance professionals, to provide this online course. WebCE® is the leading insurance continuing education provider in North America that delivers
Supplier Diversity Around the Nation

28th Annual Entrepreneurial Woman’s Conference

Save the date for the 28th Annual Entrepreneurial Woman’s Conference, the oldest conference and business opportunities fair for women in business in the country, and the premier event for women business owners in the Midwest. This year’s conference will be held September 17, 2014 at McCormick Place in Chicago.

For 27 years the Entrepreneurial Woman’s Conference has offered women business owners real-world solutions to the current problems they are facing and the opportunity to increase the profitability of their businesses by building relationships with corporate and government buyers, business experts, and other women business owners.

We encourage you to attend this year’s event and participate in the opportunities that our staff, sponsors and partners have made available to you. Please continue to visit our conference website for updates as we get closer to September.

AFLAC Executive Teresa White Named to “25 Influential Black Women in Business” List

Aflac, the leading provider of voluntary insurance in the United States announced today that Teresa White, Executive Vice President, Chief Operations Officer, U.S., has been named to The Network Journal’s list of 25 Influential Black Women in Business. Mrs. White accepted the prestigious award at a luncheon today at the Marriott Marquis Hotel in New York’s Times Square. This is the 16th year that the award has been presented.

We are pleased that The Network Journal has included Teresa White on their 2014 list of 25 Influential Black Women in Business. It is a testament to her incredible contributions to our business, our customers and our community,” Aflac Chairman and CEO Dan Amos said.

"Teresa is the driving force in enabling Aflac to deliver benefits to our policyholders fast. She is an executive any company would be proud to have."

"The women we are honoring this year are at the forefront of American leadership and symbolize the diversity and advancement that has occurred across industry lines," said TNJ Publisher and CEO Aziz Gueye Adetimirin. "We are proud to honor Teresa White from Aflac among them."

To determine the 2014 award recipients, the 25 women were selected from hundreds of nominations, according to The Network Journal. To qualify, each woman had to be nominated by someone other than herself. Each is an owner, partner, president, CEO, CFO, COO, CIO, Board Chair, senior or management level executive or a woman entrusted with significant decision making authority in a corporation or not-for-profit organization. Final selection was made after a review of reference letters and accompanying documentation, with final recommendation of TNJ’s Review Board.

Minority Entrepreneur Builds Company, Creates Jobs in Philadelphia Region

Michael Pearson started Union Packaging at the encouragement of his father who migrated north from the south, after World War II. Pearson created Union Packaging with the primary goal of bringing jobs and greater opportunity to the greater Philadelphia region.

Drawing on his experience as a previous Fortune 500 company director, Pearson identified a specific niche in the food packaging market—FDA control packaging. He was able to successfully create a unique path for Union Packaging in the quick service restaurant market by using the connections he made through his former position. Some of his customers include Burger King, Wendy’s and Whole Foods.

Pearson credits his partnership with the Philadelphia MBDA Business Center in the development and expansion of Union Packaging.

“The Philadelphia MBDA Business Center is a great resource for Minority Business Enterprises because of their expertise in strategic planning and their ability to identify key partners that some entrepreneurs may have overlooked,” he said.

Union Packaging has received numerous recognitions and awards that include Black Enterprise Magazine’s Top 100 (BE 100s) Industrial/Service Businesses, Philly 100 Fastest Growing Companies in 2013, and The Eastern MSDC 2013 Class III Supplier of the Year.

Pearson said that utilizing a differentiation strategy and partnering with innovative suppliers are major components of his success. One of Union Packaging’s 12 Pillars of Success includes environmental stewardship and the company has been a leader in the production of earth-friendly packaging since its inception in 1999.

Union Packaging has been a client of the Philadelphia MBDA Business Center since 2012. The center assists their clients with business development, matchmaking and business consulting services. For more information on the Philadelphia MBDA Business Center, please visit: http://www.mbdagov/businesscenters/philadelphia

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Businesses Take Advantage of Networking Opportunities

Minority- and women-owned businesses had the opportunity to network and attend business development sessions at the North Central certification roundtable discussion, business, networking and a Business Plan Assistance Center presented by SCORE.

Two of the morning sessions included presentations by the procurement and purchasing departments of the city of South Bend, University of Notre Dame, Saint Mary’s College and the state of Indiana.

Indiana certified minority- and women-owned businesses from the area displayed their products and services during the afternoon networking session of the conference to potential buyers and procurement agents.

During the lunch session, five businesses were selected and were given the opportunity to present a 10-minute presentation about their company.

To hear more details about the event, read the deputy commissioner’s Tools for Success on page three of the April newsletter, visit the division's website at www.in.gov/idoa/mwbe or visit our Facebook and Twitter accounts.

The North Central Indiana Business Conference was presented by the Indiana Minority and Women’s Business Enterprises Division in conjunction with Saint Mary’s College.

---Released by the Indiana Department of Administration --- The Link to Supplier Diversity

IBE Business Conference

Panelists of purchasing and contracting officials from Indiana State Educational Institutions (SEI) will present an overview of the State of Indiana Public Works / Construction bidding requirements, how to maneuver through the universities procurement system, opening channels of communication, and the top 10 ways to earn new business. This will be an interactive discussion so please bring your questions.

SEI’s attending are: Purdue University, Indiana University, Vincennes University, Ball State University, University of Southern Indiana, Ivy Tech Community College, and Indiana State University

Doing Business With Indiana Public Colleges and Universities — The cost is free

Tuesday, July 15

Indiana Convention Center, Room 111/112

Click to REGISTER for the 2013 Indiana Black Expo Business Conference!

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News from the

Supplier Diversity Development Coalition
of Greater Lafayette

“Relationships to Partnerships”

**Updates…**

*Greater Lafayette Commerce Hosted the 2014 Business Expo*—With 120 booths to view, it was the place to be on Thursday, April 3, 2014 from 10:00am-4:00pm at Four Points by Sheraton in West Lafayette. All under one roof, attendees “shopped” for everything from A-Z including a Printer, Bank, local DJ, Dentist, College, or Insurance company. The lists goes on and on… The theme was “Build, Connect, Inform,” which reflects the value of participating in and attending the Business Expo.

*Greater Lafayette Commerce Recognizes Technical Recruiting Solutions with Small Business of the Month Award*—GLC’s Small Business of the Month Award for April went to Technical Recruiting Solutions. Owner Jonathon Bradley says that “We specialize in getting to know each of our candidates and the companies we work with to create matches.” With a staff of three, the company primarily recruits software, mechanical and electrical engineers, programmers, chemists, scientists and managers. A full-service recruiting agency, its positions are typically contract, contract-to-direct and direct-hire.

*Supplier Diversity Development Coalition of Greater Lafayette speakers:*
The coalition meets on the 2nd Tuesday of every month.
February 11th speakers were Neeraja Mariserla from Golars; Dawn Cordozor from World Wide Filters.
March 11th speakers were Donald Morson from J2 Systems & Supply, LLC
April 8th speakers were Bob Davis and Eric Holloway from Purdue University.

**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.

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Registration is now open

Who Should Attend?
- Anyone with responsibility for supplier diversity
- Chief Diversity Officers
- Campus Supplier Diversity leaders
- Directors of Procurement
- Chief Operating Officers
- Purchasing Professionals
- Strategic Planners

CEU Information
Attendees are eligible for up to 13 credit hours for this institute

Hotel Information
The Allerton Hotel Chicago
NAEP Discounted Rate: $159 per night, plus tax
(312) 440-1500
Mention NAEP to receive the discounted rate
Reserve by July 1 to receive the discount.

NAEP Supplier Diversity Institute
August 4-5, 2014
Chicago, IL

Whether you are developing a supplier diversity program from scratch or managing a mature program, the Supplier Diversity Institute will provide you with specific takeaways that you can implement immediately. You will also build a significant network of colleagues tackling many of the same challenges you face.

Join subject matter experts for an informative and engaging 2-day institute focused on the best strategies and practices in Supplier Diversity. Learn to engage your campus community, regardless of your experience level or role.

Click here to register

The Institute offers two tracks to give you an opportunity to select the session that best meets your needs. Track one, titled “New Professionals”, offers programming for those who are relatively new to supplier diversity or are in the process of building a supplier diversity program. The second track, “Experienced”, offers programming for more experienced participants and those with mature supplier diversity programs.

While the full program will be released shortly, the committee has secured two keynote speakers: Dr. Benjamin Reese, Jr., President of the National Association of Diversity Officers in Higher Education (NADOHE) and Nim Chinniah, Executive Vice President for Administration and CFO, The University of Chicago.
I’ve been thinking. There is a significant 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 to try is far from succeeding. Only the business (the 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 challenges 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 Dialogue@entrethinking.com.
## Upcoming Business Development Events

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<td>August 1, 2014</td>
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<td>November, 2014</td>
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## Open Bids at Purdue University

Please select the link below for current open bids in construction.

**Current Construction Bids**

Click below for further information regarding:

- The JOC Program
- ACCESS
- 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 St., Suite 200
Indianapolis, IN 46202
Phone: 317.608.0250

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

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