Walmart to Place Women-Owned Business Logo on Products

The Women Owned logo, a collaboration between the WBENC, WEConnect International and Walmart, was designed to make more people aware of the high-quality, unique products that are coming from these businesses.
I’m stunned by the recent attacks on supplier diversity professionals and programs. Understand I’m stunned but not surprised. In the past week the highest state official charged with advocating on behalf of women and minority businesses has been asked to step down. Just today I was informed that a national electrical firm’s manager of supplier diversity was escorted from his office unceremoniously after many years of exemplary service to diverse businesses all across the country. And colleges and universities large and small continue to assign the responsibility of supplier diversity to procurement staff with little or no authority or resources to carry out those responsibilities. I am troubled by these trends and concerned for the future of supplier diversity especially within higher education.

It’s troubling periods such as this that bring my thoughts back to my tenure here at Purdue University as the first Director of Supplier Diversity. It has not been without its own set of challenges but the model developed here is one that is working for us. From the beginning the decision was made to bring on staff to develop and implement a program that would result in an increase in contracts being awarded to women and minority businesses. I report to the Executive Vice President for Business and Finance and Treasurer. He is responsible for the business side of the university. But additionally other top university officials gave more than cursory lip service to the new supplier diversity imitative.

Joe Bennett will be the example I will share with you today. Joe is retired now but served the university for many years as Vice President for University Relations and his responsibilities included answering the many inquiries from the public, media, elected officials and alumni. On one occasion he responded to an alumnus who questioned why Purdue was wasting time and resources with “politically correct” programs like supplier diversity instead of channeling those dollars to what he considered more important activities. I asked Joe if I could share his response to that alum with you and he graciously granted me that privilege. Below is the entirety of one of the best examples of the support I have enjoyed as the first Director of Supplier Diversity at Purdue University.

Dear—Mr. XXX

Your letter to the Purdue Alumnus concerning Purdue’s diversity initiatives was referred to me. Increasing the diversity of the university is an overarching goal of Purdue’s strategic plan. While at first glance, this may seem like an exercise in political correctness, the goal is an essential component of a much broader initiative to make Purdue a better university in all ways and specifically a more valuable resource for the state of Indiana. President Martin Jischke frequently tells audiences at his speaking engagements that Purdue belongs to the people of our state. “This is your university,” is one of his favorite statements, and we take those words to heart. In a perfect world, the various ethnic groups on campus would approximate their proportions in Indiana’s population, and they would achieve comparable academic success. However, this is not the case. For example, the percentage of African American and Hispanic people in the student body, faculty and staff are significantly lower than their representation in the state and national populations. Women also are under-represented in our enrollment. While Purdue welcomes students from every background today, this was not always the case. Prior to the 1960s when you and I were students, the university accepted very few minority students and actually went out of its way to discourage their enrollment. We are not proud of this history, but we cannot deny it. Purdue’s past policies were consistent with discriminatory practices that were pervasive and considered acceptable in education, business, government and other areas of our society for most of our nation’s history. The passage of civil rights legislation and the shift in the attitudes that has led most Americans to recognize that these practices were unfair have opened up many opportunities. But these changes have not eliminated the effects of decades of systematic discrimination. Many generations of people did not have a realistic chance to enroll at Purdue or universities like it, and we are still suffering the effects of that as a state and a nation.

Likewise, many generations did not have a fair chance to be successful in business, and that is the reason for the existence of the Office of Supplier Diversity Development. Many firms owned by minority individuals or women are relatively small, newly founded and have not had full access to the information needed to be successful in competing for Purdue contracts. Conversely, many people responsible for purchasing decisions within Purdue are unfamiliar with these firms. The Office of Supplier Diversity Development works to improve understanding at both ends of these potential transactions.

Ultimately, every Purdue contract is awarded to and every purchase is made from the lowest and best bidder — just as every student is admitted to the university under the same academic standards and every employee hired is the most qualified for the position. Purdue initiatives like the Office of Supplier Diversity Development and the many programs that are designed to promote academic success for minority students are not intended only to assist.

See SUPPORT ~ Page 7

To return to front page click here
On Thursday, June 5th, 2014 Purdue University’s Physical Facilities and Office of Supplier Diversity Development co-sponsored their 9th Annual Construction Connection event at Martin University in Indianapolis. The event is meant to bring small, diverse business entities in the construction fields in contact with Purdue University’s Physical Facilities staff to discuss upcoming construction projects and bring insight to the bidding process.

For the first time, this year’s Construction Connection not only gave contractors access to Purdue Physical Facilities staff but to other institutions as well. Representatives from Flaherty & Collins Properties, Ivy Tech Community College, Indiana University, Indiana University Health Arnett and the Indiana Construction Roundtable provided a wealth of information to the dozens of M/WBE firms in attendance.

The event was catered by Judge’s BBQ, a local favorite, and started with a brief welcome from Purdue University’s Office of Supplier Diversity Development Director, Jesse Moore, who introduced the president of Martin University, Dr. Eugene H. White. Dr. White elaborated on the history and mission of Martin University to serve low-income, minority, and adult learners. Although students from all backgrounds are welcomed, Martin University enjoys the status of being the only accredited, liberal arts predominately black institution of higher learning in Indiana. His message of inclusion and shared knowledge set the tone for the evening.

Four miles southwest of Martin University, Flaherty & Collins Properties is developing the Market Square Tower. Project Executive, Ronn H. Stewart, II, used the platform provided by the 9th Annual Construction Connection to inform the audience of the scope and scale of opportunity the Market Square Tower will bring to local and diverse firms. Mr. Stewart announced diversity goals for the 28 story addition to the Indianapolis skyline, which includes 15% MBE and 8% WBE participation to a welcoming audience. Beginning with groundbreaking in the fall of 2014, the project anticipates adding 575 construction jobs, totaling $35 million in wages by the time of completion in 2016.

Presenters from area’s institutes of higher education took to the podium next. The Chief Procurement Officer for Ivy Tech Community College of Indiana, Jim Hudson discussed Ivy Tech’s commitment to supplier diversity and how there was room for improvement particularly within its construction contracts. Mr. Hudson shared many bidding opportunities for projects with a combined value over $60 million. Next to the podium was Indiana University’s Associate V.P. of Capital Planning and Facilities, John Lewis. Mr. Lewis informed the group on upcoming projects on a variety of IU’s campuses ranging in scope from hardscape projects and HVAC upgrades to multi-million dollar construction of new facilities. He discussed the depth of information available to contractors on the IU plan room website; information ranging from bid documents and specifications to business diversity contacts.

Purdue’s University Engineer, Robert Olson spoke of recently successful construction projects such as the Drug Discovery Facility and the Center for Student Excellence and Leadership. He welcomed the involvement of M/WBE’s in the construction of the upcoming College of Engineering Strategic Growth Renovations and the Active Learning Center, totaling $84 million dollars. This highlights that institutes of higher education are expanding and are reaching out to diverse firms in order to build more economically sound communities in Indiana.

Higher education is not the only field with a passion to increase supplier diversity. Roger Bradley of Indiana University Health Arnett and Chris Price of the Indiana Construction Roundtable came to the 9th Annual Construction Connection to stress their message of inclusiveness and support of diverse firms as well. Director of Operations, Roger Bradley voiced IU Health Arnett’s commitment to supporting local diverse firms and elaborated on requirements contractors need to compete on the $16.6 million Arnett Hospital Medical Offices Building. IU Health Arnett has an impressive, mandatory 20% minority participation on the overall project. Executive Director, Chris Price of the Indiana Construction Roundtable discussed ICR’s Mentor – Protégé which teams up small dynamic businesses with larger companies in a multi-year program meant to enrich and empower the protégé business. Many business expressed interest in participating in the program as mentors and protégés. Mr. Price rounded out the evening’s outstanding presentations.

Those in the audience got an opportunity to posit questions to the speakers during the question and answer session of the event. The evening concluded with members networking with one another, enabling encouraging business relationships. The 9th Annual Construction Connection was a large success thanks to the presenters and numerous businesses in attendance. A combined amount of over $300 million dollars’ worth of construction was discussed by the presenters! Purdue University’s staff looks forward to exposing more opportunities to the diverse firm community in the months and years ahead.

For more information and a copy of the presentation, click here.
WBENC and WEConnect International and Walmart Introduce the Women Owned Business Logo

The logo, a collaboration between the WBENC, WEConnect International and Walmart, was designed to make more people aware of the high-quality, unique products that are coming from these businesses.

WASHINGTON, June 25, 2014 /PRNewswire/ -- The Women's Business Enterprise National Council (WBENC), WEConnect International and Walmart have joined forces to establish a unique logo for retail packaging of products from women-owned businesses. This new logo will bring consumer recognition of products provided by women-owned businesses on store shelves both in the US and international markets. Women-owned businesses that are WBENC and/or WEConnect International certified will be eligible to display the logo on their product packaging. Walmart's collaboration with WBENC and WEConnect International on the new logo is aligned with their overall strategy and focus on women-owned businesses.

In September 2011, Walmart launched its Global Women's Economic Empowerment initiative, using its unique size and scale to lift women around the world. As a part of this initiative, Walmart has committed to source $20 billion from women for the US business and to double sourcing from women internationally by the end of 2016. In further support, Walmart has collaborated with the Women's Business Enterprise National Council and WEConnect International to establish a logo to help consumers easily recognize products from women-owned businesses in stores.

Women-owned businesses contribute over $1.3 trillion dollars to the US economy and women are responsible for over 80 percent of the consumer decisions globally. Creating awareness of these products can result in sales growth, increased consumer knowledge and loyalty. Both WBENC and WEConnect International focus on women's business growth, which will be a natural outcome of the visibility and promotion of this logo.

"At Walmart we are committed to empowering women and impacting women-owned businesses from around the world—and so are our customers. In fact, we recently conducted a survey that found 90 percent of female customers in the US would go out of their way to purchase products from women, believing they would offer higher quality," stated MiKaela Wardlaw Lemmon, senior director of Women's Economic Empowerment at Walmart. "We hope our collaboration with Women's Business Enterprise National Council and WEConnect International will make customers around the world more aware of great products from women-owned businesses, and help these women continue to grow their businesses."

Pamela Prince-Eason, president and CEO of WBENC and Elizabeth A. Vazquez, CEO and Co-Founder of WEConnect International, recognize the leadership and innovation that Walmart has brought by helping to develop the symbol as well as providing the research to support the launch and selection of the logo. Walmart will have products on their store shelves with the new women-owned business logo by September 2014. They look forward to seeing many retail companies stocking their shelves with these branded products in the near future.

http://womenownedlogo.com
Updates...

Supplier Diversity Development Coalition of Greater Lafayette speakers:
Members were pleased to hear from the following presenters:
May 13th, 2014—Audrey Taylor of NetLogx LLC and Michael Husain of Good Vibes Media
June 10th, 2014—Richard Murphy of Conexus Indiana presented Indiana Supplier INsight

Interested in Presenting Your Business to the Supplier Diversity Development Coalition of Greater Lafayette?
Contact Marta Foth at marta@purdue.edu to get details and learn requirements necessary to present your diverse enterprise to the Supplier Diversity Development Coalition of Greater Lafayette.

Coalition Members will be Meeting Periodically During the Summer Months to Prepare for the 10th Relationships to Partnerships:
In collaboration with Purdue University, the Supplier Diversity Development Coalition of Greater Lafayette is eager and proud to present its 10th Relationships to Partnerships Sessions on November 21, 2014. The event introduces numerous MWBEs to buyers and end-users from all over Tippecanoe County. The Coalition looks forward to hosting a very special 10th session!

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.
Northwest Indiana Business Conference Offers Something for Every Kind of Business

The Northwest Indiana Business Conference will be held August 1 at the Majestic Star Events Center in Gary. The conference will be hosted by the Indiana Department of Administration Division of Supplier Diversity in partnership with the Majestic Star Casino and City of Gary.

"We are committed to providing a platform for economic growth for our Indiana based businesses, and we are pleased to partner with Majestic Star Casino and the City of Gary to bring educational tools and resources to our Northwest Indiana business owners," said Terrie Daniel, Deputy Commissioner of the Division of Supplier Diversity. "We want to assist businesses in realizing their potential growth by exposing them to new opportunities and help them navigate the procurement process."

Majestic Star Casino unveiled a new program for Gary vendors earlier this year called Majestic Gary Vendor Program (MGVP). The program provides economic vitality for small businesses located in Gary. "We are delighted to partner with the Indiana Department of Administration Division of Supplier Diversity for the upcoming conference", said Chareice White, Director of Government, Community Public Relations for Majestic Star Casino and Hotel.

The conference will provide an opportunity for local businesses to learn more about the resources provided by the Indiana Department of Administration and Majestic Gary Vendor Program (MGVP). "The conference further enforces Majestic Star Casino’s commitment to the City of Gary and the surrounding communities to provide sustainable business opportunities to local business”, said Larry Black, Director of Purchasing.

The conference will include business development workshops, networking areas and an opportunity for businesses to learn more about the purchasing processes of local entities through panel discussions.

Registration begins on July 1 at http://www.in.gov/idoa/2352.htm
For additional information please call (317) 232-3061.

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

Indiana MWBE/IVBE Certification Clinic

MWBE/IVBE Certification Clinic presented by the Indiana Department of Administration MWBE Division

This clinic will go in depth to describe what is needed for the certification application for the State of Indiana's MWBE and Indiana Veteran Business Enterprise certification process. If you own a company and are seeking State of Indiana Minority and Women's Business Enterprises Certification you should attend this clinic to get your application started and get all your questions answered about the state certification process.

Wednesday, August 20, 2014: 2:00pm – 3:00pm.
IGCS Conference Center, Conference Room 14
402 West Washington Street Indianapolis, IN 46204
To get more information and register for event, click here.
FOR IMMEDIATE RELEASE: April 17, 2014
CONTACT: Al Betancourt
MBDA Public Affairs
abetancourt@mbda.gov

U.S. Secretary of Commerce Pritzker Announces New York City Native to
Lead Minority Business Development Agency

WASHINGTON (April 17, 2014) — The U.S. Secretary of Commerce Penny Pritzker
today announced the appointment of Alejandra Y. Castillo, a New York City native
born to Dominican immigrants, with more than 20 years of experience working in the
private, government and non-profit sector, as the new Director of the Minority Busi-
ness Development Agency (MBDA).

“The success of minority-owned businesses is fundamentally essential to our nation’s
economic vitality,” said Pritzker. “MBDA has been instrumental in laying the founda-
tion that is giving rise to the fastest growing segment of the business community, and
I am very confident that Alejandra will continue to maximize their opportunities.”

Castillo, a practicing attorney for several years, is the first Hispanic-American woman
to lead the Agency, and only the second woman in MBDA’s 45-year history. Previous-
ly, Castillo served as MBDA’s National Deputy Director managing the Agency’s day-to
day operations and its national network of more than 44 business centers across the
U.S. and Puerto Rico.

“I am honored to accept this appointment as National Director of the Minority Business Development Agency,” said Cas-
tillo. “As the daughter of a Dominican business-owner, I have come to see first-hand the transformative role minority-
owned firms play in their communities and the contribution they make to the Nation’s economy. As National Director, I
am committed to carrying out Secretary Pritzker’s “Open for Business Agenda” to assist minority entrepreneurs grow
their businesses in size and scale while continuing to generate job and wealth creation for all Americans” said Castillo.

During FY13, MBDA assisted minority-owned businesses in obtaining more than $4.8 billion in capital and contract
awards, which led to the creation and/or retention of 25,704 jobs, the highest performance level in the Agency’s 45-year
history.

SUPPORT (continued from Page 2)

You indicated in your communication that you would like Purdue to judge everyone on individual merit. I hope I have made it clear that the university does this, but that it also has a commitment to helping indi-

God bless the Joe Bennetts of the world without whom we would not be successful. Thank you Joe! The support
you afforded me in the early years was critically important and much appreciated.

To return to front page click here
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 over a half a million online courses annually. To register for the “Understanding Contract Surety Bonding: An Orientation Course for Small Contractors” Course, click here.

An Information Center by the National Association of Surety Bond Producers, Inc. Copyright ©2013-2018 NASBP
Supplier Diversity Around the Nation

40th NMSDC Conference and Business Opportunity Fair November 2—5, 2014

The NMSDC Conference and Business Opportunity Fair is the nation’s premier forum on minority supplier development. For four days, more than 6,000 corporate CEOs, procurement executives and supplier diversity professionals from the top multinational companies, as well as leading Asian, Black, Hispanic and Native American business owners and international organizations will convene in Orlando, Florida, to re-energize their collective efforts to Certify > Develop > Connect > and Advocate for solid minority firms in the global corporate supply chain — the Blueprint for Success.

A one-day Business Opportunity Fair highlights the opening day of the conference. More than 700 exhibit booths provide the perfect backdrop for corporations and minority business enterprises to showcase their products, services and solutions. In the days that follow, thought leaders, chief procurement officers and seasoned minority business executives engage in panel discussions, plenary sessions and workshops to share best practices, current trends and issues, and next practices to bolster the value that minority suppliers deliver to its corporate customers. The event culminates in a black-tie Awards Banquet to recognize outstanding achievements by corporate members, MBEs and affiliate regional councils in the NMSDC network. The event is expected to add more than $30 million to the economy of Orlando.

Nielsen Company’s Launches Supplier Diversity Academy

By Tanya Isley—MBE Magazine May/June 2014

Typically, when one thinks of the Nielsen Company, what comes to mind are ratings, measurement and research. Rarely does anyone associate Nielsen with supplier diversity—or increasing jobs in local communities. That may soon change with the launch of Nielsen’s Supplier Diversity Academy, which helps diverse suppliers do business with Nielsen and other corporations.

The Academy focuses on identifying and mentoring local diverse businesses as well as finding procurement opportunities for them in six major U.S. markets: Chicago, New York, Cincinnati, Tampa, Los Angeles and Baltimore/Washington, D.C. area. The ultimate goal of the Academy is to increase the number of jobs added to communities as a result of Nielsen’s mentoring and procurement efforts.

“We believe that the more we support these small, regional and local diverse businesses, the more jobs they’ll add to the communities in which we reside. So, in a sense, we become a partner within that community,” says Lamont Robinson, Nielsen’s vice president of supplier diversity.

Robinson, together with Shirelle Magee, Nielsen’s supplier diversity coordinator, have been rolling out the Academy at local Nielsen sites through innovative workshops and events with non-diverse businesses such as Cintas in Cincinnati and Seyfarth Shaw in Chicago, as well as local diverse advocacy organizations like Asian Business Association in Los Angeles.

These sessions are designed to introduce diverse suppliers to the local Nielsen office for potential business opportunities and educate them on topics from creating strategic alliances to teaming agreements and African American buying power.

Going forward, the success of the Academy and the benefits it provides for diverse suppliers rest in the personal touch and mentoring opportunities that these events provide.

To learn more about Nielsen’s Supplier Diversity Academy and register, visit http://www.nielsen.com/us/en/about-us/supplier-diversity.html

NGLCC Announces $4 Million Public-Private Partnership to Impact Global LGBT Equality through Entrepreneurship and Economic Development

In a historic move, last week U.S. National Security Advisor, Ambassador Susan Rice, announced a new partnership between the U.S. Agency for International Development (USAID) and the National Gay & Lesbian Chamber of Commerce (NGLCC) to encourage and support gay, lesbian, bisexual and transgender (LGBT) business owners and entrepreneurs in developing countries.

“Unfortunately, in too many places, being gay or transgender is enough to make someone the target of slurs, torments and violence...protecting our LGBT brothers and sisters is among the most challenging human rights issues we face. Thanks to a new partnership between the National Gay & Lesbian Chamber of Commerce and USAID, we will provide business development training and build new networks to help economically empower the LGBT community. And, working together, we can be assured that the future belongs to those who stand up for freedom and human dignity,” said Ambassador Susan Rice, National Security Advisor to President Obama.

This unprecedented agreement, announced at the White House Forum on Global LGBT Human Rights, holds the promise of creating a more equitable business and cultural environment for LGBT people through economic empowerment.

For the complete article by Joanna Dees, click here.
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.

UPDATE and UPCOMING EVENT

9th Annual Construction Connection: On June 5th OSDD and Purdue Physical Facilities hosted its annual Construction Connection event. For the first time the event hosted and presented project from a numerous other institutions including Indiana University, Ivy Tech Community Colleges, IU Health Arnett, Indiana Construction Roundtable and Flaherty and Collins Properties. Over 80 companies gained knowledge of nearly a billion dollars of construction contracts. The event was highly successful. To learn more visit page 3.

Supplier Diversity Development Advocacy Council will be holding its bi-annual meeting on October 16th in the Cordova Recreational Sports Center. The mission of the Advocacy Council is to create an energetic group of business leaders that will positively affect Purdue’s Supplier Diversity initiatives across the state. This group will assist Purdue in creating cutting edge thought and innovative ways to develop MWBE business.
It's easy for a business to give someone a title and proclaim a commitment to supplier diversity. However, there is a big difference between having a supplier diversity program and having a program that works. Simply put, the difference is in action — not just words.

According to Reginald Williams, CEO of Atlanta-based Procurement Resources Inc., there are a number of different elements that identify a company that "gets it" and is effective in supplier diversity. Penetration and ability to demonstrate successfully doing business with minorities and women is a telltale sign. Johnson Controls Inc. is a prime example, Williams explained. "Johnson Controls has invested heavily in supplier diversity and its diverse suppliers. They have also assisted MWBEs in forming joint ventures, so that they have the capacity and scale required to compete for Johnson Controls contract opportunities," he said. Investing in development is a means that creates capacity to scale. That required capacity is the number one challenge corporations face today, and companies like Johnson Controls address it well.

Another example is Cummins Inc., which not only encourages joint ventures and strategic alliances, but also splits contracts, so that MWBEs can compete for realistic portions. "Instead of saying there is a $390 million deal, and there are no minorities large enough, Cummins will break out $50 million and set it aside for diverse firms," Williams said. "Not all companies are this proactive. While many will accurately state that minority- and women-owned companies lack capacity, they offer no solution. It is easy to point out the problem, but companies are only advocates when they also identify solutions."

Another sign of businesses that are committed to supplier diversity is the willingness to help MWBEs address the common challenge of access to capital. It may be a matter of having enough money to finance the project or — in the case of construction — having the bonding capabilities to take on work without additional risk to the customer, Williams explained. "This access to capital is a huge hurdle for small businesses to overcome. Fortunately, some companies are making great strides in helping MWBEs through expedited payments to small businesses or being proactive with bonding," he said. "Kaiser Permanente has taken the lead here by establishing bond criteria that reasonably address the level of risk. Most companies have a standard $2 million bond requirement. However, if a contractor isn’t doing anything that justifies the bonding requirement, KP is establishing bonds based on scope and risk involved in the actual work."

One challenge that is much more difficult to address occurs when businesses operate within unique areas where there are limited suppliers globally. For example, utilities like Dominion spend a large percentage on products from a select few organizations. "In these instances, second-tier engagement is crucial. However, this level of commitment requires communication, monitoring and reporting in order to be effective," Williams said. "As these companies work with their prime suppliers, they need to clarify that diverse inclusion is an added value that is highly prized."

For the complete article click here.

Reginald Williams is the CEO of Atlanta-based Procurement Resources, Inc.
## Upcoming Business Development Events

<table>
<thead>
<tr>
<th>Month/Day</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 1, 2014</td>
<td>Northwest Indiana Business Conference</td>
<td>Majestic Star Casino</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gary, IL</td>
</tr>
<tr>
<td>August 4-5, 2014</td>
<td>NAEP Supplier Diversity Institute</td>
<td>Chicago, IL</td>
</tr>
<tr>
<td>August 20, 2014</td>
<td>IN Dept. of Administration ‘s M/W/VBE Certification Clinic</td>
<td>Indianapolis, IN</td>
</tr>
<tr>
<td>September 8-10, 2014</td>
<td>NAWBO—Women’ s Business Conference 2014</td>
<td>Indianapolis, IN</td>
</tr>
<tr>
<td>November 21, 2014</td>
<td>The Tenth Annual Relationships to Partnerships Sessions</td>
<td>Purdue University</td>
</tr>
<tr>
<td></td>
<td></td>
<td>West Lafayette, IN</td>
</tr>
</tbody>
</table>

### 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*

*The ACCESS Program*

*Doing Business with Purdue*

*2010 Indiana Disparity Study*

To return to front page click [here](#)
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

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
Daniel Martinez, Supplier Diversity Specialist

To return to front page click here