

Division of Supplier Diversity Annual Outreach Report

“A Year In Review”



January - December

2023

2023 YEAR IN REVIEW

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DSD 101: Introduction to Our Programs and Services - February 16th

To start our 2023 Business Conference Series, "Taking You to the Next Level," we introduced our new team members. The leadership team then guided the attendees present on IDOA DSD's programming and services. Our facilitators gave a breakdown of our three (3) functions: Certification, Contract Compliance, and Business Development & Outreach. During the webinar, we shared the benefits of MBE/WBE/IVOSB certification, gave an overview of the contracting process, and informed attendees on upcoming events.

Preparation Meeting Opportunity: Identifying Opportunities with the State - March 22nd

In the first part of the 3-part workshop series entitled "Preparation Meeting Opportunity," DSD and IDOA Procurement discussed where to find contracting opportunities as well as the process of how to get on state contracts. The panel consisted of Heather Ahnfeld (Director of Contract Compliance), Erin Kellam (IDOA Procurement Deputy Commissioner), and Eli Sturgeon (Contract Compliance Manager). During the workshop, attendees were able to follow along with the presenters using a QR code. Afterwards, they were able to ask questions of the procurement process with the State to the panelists.



Leveraging Your Certification - April 20th

IDOA DSD hosted a panel of certified vendors from Intrinz, Inc. (MBE/WBE), netlogx (WBE), Relocation Strategies (WBE), and All American Express Solutions, LLC (IVOSB). Attendees heard from our expert panel the importance of perseverance through the certification process, and have since leveraged their certification, identified their target market, built up their follow-up and networking power, and grown their business utilizing the State's list of contractor opportunities. In addition, a Q&A session followed where the panelists gave feedback on the questions that attendees posed as well as gave their contact information for further follow-up and support to the attendees outside of the webinar. Several of the questions asked were about starting a new business, thus the DSD team gave these business owners resources as to where find this information, for example, the Indiana Small Business Development Center (ISBDC).



Preparation Meeting Opportunity Series - May 22nd and July 11th

The second PMO workshop focused on “Building Relationships Between Prime Contractors and Subcontractors” and the third was titled “Doing Business Across the State.” These sessions allowed vendors to learn how to garner relationships between prime and subcontractors and provided information from primes that want to work with diverse vendors. In May, a panel of certified vendors provided information on how to navigate the process of relationship-building and their successes & roadblocks. In July, a panel of primes representing IU Health, Indianapolis Airport Authority, F.A. Wilhelm, and Pepper Construction discussed how to do business with their respective organizations and shared where vendors can find current and future projects.



Enhancing Your Capability Statement - June 22nd

IDOA DSD cohosted this webinar with the Indy Chamber - Business Equity for Indy (BEI). Before the webinar, Christina Snorten shared a handout with attendees that walked them through how to prepare and utilize a capability statement. During the presentation, she shared the importance of a capability statement for vendors and key components to creating a well rounded and concise one in times when networking takes place. This webinar had close to one hundred (100) attendees virtually and was very high in demand that we included it as a workshop in the 15th Annual Business Conference; this garnered seventy-six (76) attendees. During the rest of the year, business owners have consistently asked to receive this recording to look back on it again or watch it for the first time to learn how to enhance their capability statement.

Leveling Up with Bonding - August 17th

Our team facilitated this workshop in partnership with the U.S. Small Business Administration (SBA). Martin Anderson, SBA District Deputy Director addressed how to obtain bonding opportunities, how to become bondable, and the myths regarding the basics of bonding. He shared the importance of bonding and how it can take companies to the next level. In addition, Martin shared the requirements needed to begin the process as well as notable agencies that work with MBE's, WBE's, and IVOSB's. If you would like a copy of this presentation or any other prior DSD webinar and/or workshop, please e-mail us at eventsrsvp@idoa.in.gov.



Doing Business with S.E.I.'s - September 21st

During the next webinar in the Virtual Business Conference Series titled “Doing Business with S.E.I.’s,” IDOA DSD brought together three (3) of the seven (7) State Educational Institutions (S.E.I.’s) to showcase their projects and discuss how vendors can connect and do business with them. Through their presentations, Ball State University (BSU), University of Southern Indiana (USI), and Vincennes University (VU) shared their resources to help M/W/V’s achieve success. At the end of webinar, vendors shared via feedback that the webinar provided great information and details for doing business with state schools, however, they would like to learn more about access to professional services.

IDOA DSD & Purdue University Certification Workshop - November 17th

In partnership with Purdue University, DSD co-hosted an in-person certification workshop. This workshop included a step-by-step review of the State of Indiana’s requirements to get certified with the State as well as upcoming opportunities/projects and ways to do business with Purdue and their supplier diversity team. At the end, we held a robust Q&A session where business owners engaged with both of our agencies and then were able to network with us and other vendors to increase their business acumen.



BUSINESS CONFERENCE & B2B EXPO

The 15th Annual Business Conference & Business to Business (B2B) Expo took place on Friday, October 13, 2023, from 8:00 a.m. to 3:00 p.m. at the Indiana Government Center South. This in-person event allowed vendors to meet and network with prime contractors, state and local procurement agents, and buyers from private entities. As a part of the opening ceremony, Dr. Commissioner Rebecca Holwerda and Deputy Commissioner Kesha Rich gave opening remarks. Vincennes University and Vision GPS were recognized with our annual awards for their work in the supplier diversity community. The Ralph W. Adams Jr. Supplier Diversity Trailblazer Award was given to Michael Morrison on behalf of Vincennes University for being an advocate of supplier diversity in the State. The Cassandra Wilson Ignite Award was given to Gudelia (Paula) Sours with Vision GPS because of her willingness to educate and share her experiences as a certified M/WBE. Congratulations to both recipients!

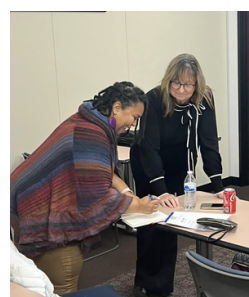
During the B2B Expo, eighty-seven (87) vendors had a booth space whereby they shared their services and resources with over four hundred (400) attendees. Our theme - Taking You to the Next Level - focused on leveraging certification with information and tools that can help business grow and thrive. The Expo gave our existing and potential certified businesses, community partners, corporate leaders, and supplier diversity advocates an exceptional opportunity to connect with each other. A special thank you to all of our sponsors and exhibitors for your partnership, this event could not have been a success without you.



SOCIAL MEDIA VENDOR SPOTLIGHTS

This year, IDOA DSD recognized the following certified MBE, WBE, and IVOSB vendors on our social media platforms including Facebook, Instagram, and LinkedIn. Congratulations to all of the business owners! If you would like to be considered for the next vendor spotlight in 2024, please email us at mwbe@idoa.in.gov and give us your contact info, business bio, and headshot.

- Marsha's Specialty Cake's - MWBE
- Shar's Medical Supplies - MWBE
- Integrity Benefit Partners, Inc. - WBE
- YoBandz - WBE
- Cretia Cakes - MWBE
- Sanders Indiana Hardware - WBE
- Paint Pro Painting LLC - WBE
- Lionfish Cyber Security - IVOSB
- Majesty Hair Care - MWBE
- Powell and Sons Trucking - MBE
- MP's Towing and Transport LLC -(MBE)
- Trident Systems LLC - MWBE
- Rite Quality - MBE
- DiversiFind - WBE
- Consistent Care Transit LLC - MWBE
- Indy Staffing - MBE
- RADcube - MBE
- V24Works - MBE/IVOSB
- Applicables - WBE
- RDR Software Solutions Inc. - MBE
- JAM Printing and Promotions - IVOSB
- GreyPrint Consulting, LLC - MWBE
- Blu Jay Media - MBE
- Professional Management Enterprises (PME) Inc. - MBE/IVOSB
- The Plaid Agency - WBE
- EKG Trucking LLC - MWBE
- Write Through Rachel - WBE
- Align CEC, Inc. - WBE
- Next Great Architects - MWBE
- KERAMIDA Inc. - WBE
- Visions GPS Branding LLC - MWBE
- A Breath of Life, LLC - MWBE
- Wellcrafted Consulting, DBA - MBE



IN THE FIELD

This year, IDOA DSD participated in ninety-three (93) outreach-based events across the State of Indiana, twenty-six (26) of which were presented by the Division. Our involvement and support in each partner event has been as a presenter, panelist, exhibitor, or attendee. In total, DSD has connected with three-thousand seven-hundred ninety-two (3,792) attendees at all events which compared to the prior year's attendance of one thousand eight-hundred forty-one (1,841) is a result of a hundred-six (106) percent increase.

- Quarterly Governor's Commission on Supplier Diversity Meetings
- Weekly Ball State University Diversity Vendor Calls
- Quarterly Indiana Educational Institutions Zoom Meetings
- 32nd Annual Dr. Martin Luther King Jr. Holiday Celebration
- Ivy Tech Community College/ISA Project Roll Out
- Muncie Chamber Certification Workshop Series
- Lunch with the Legislators
- INDOT DBE Forum
- Pepper Construction Diversity Event
- International Women's Day Event
- ISBDC Certification Lunch & Learn
- Indianapolis Chamber of Commerce Conexión Breakfast
- Ivy Tech East Chicago Project Roll Out
- LACC - CHISPA Spanish SPARK Certification Sessions
- Build Westville Outreach: Bid Events
- 22nd Annual Mayor's Celebration of Diversity Awards
- BEI Procurement Round Table
- SBA Resource Fair
- WBENC - We Succeed Conference 2023
- United Way Nonprofit Center Presentation
- Create.Connect.Collab Certification Presentation
- OMWBD - XBE Best Practice Workshop
- INDOT Evansville XBE Certification Workshop
- ICRC Conference Keynote Luncheon
- Veteran Networking Meeting Presentation
- NAWBO Trailblazers Luncheon/ Resource
- IBE Black Business Training Institute Workshop
- Indiana Educational Institution Zoom Meeting
- INDOT and Old National Bank Empowerment Small Business Loan Program
- NIMBA Certification Presentation
- Indiana Black Expo - Various Events
- WRTV Advisory Committee Meetings
- Great Lakes SBA Leadership XBE Event
- Indiana Casino Diversity Day
- Indianapolis Black Chamber of Commerce Community Conversations
- Ivy Tech Outreach Event 2023
- Indiana Latino Expo Mayor's Breakfast
- BEI Procurement Round Table Meet & Greet
- OMWBD/IAA 2023 Diversity Outreach Event
- Indianapolis Public Library Vendor Outreach & Networking Event
- Purdue & IDOA DSD Certification Workshop
- 16th Annual OMWBD Year-End Forum



OUR TEAM IN ACTION

Aside from our partner events, our team was engaged in a plethora of events within our office and in the community. IDOA Commissioner, Dr. Rebecca Holwerda, cast focus for the year with three (3) focal points: teamwork, communication, and service. Our team took this mission to heart and participated in various activities that had team-building at its core. The events included the team-wide Chili Cook-Off, March Madness Brackets, Hoops & Coops at the Governor's Residence, Day of Service at Gleaners Food Bank & Riley's Hospital for Children, Where in the World Series (Peru & the Christkindlmarkts of Europe), Public Service Recognition Week, Lunch Trivia, Book Club, Team Tailgate, and Secret Santa.



ENERGIZING 2024 WITH I.E.A.

Looking forward to 2024, our three-tier approach is to energize our programming on social media platforms, reinvigorate content for Preparation Meeting Opportunity (PMO) and “Doing Business With” workshops, and increase collaboration with our energy-centered sponsors from the Indiana Energy Association (“IEA”). The goal of the IEA Supplier Diversity and Development Committee is to provide a forum for member companies to exchange ideas and share information to advance company and association goals with respect to diversity issues. To further achieve this goal, the committee members seek opportunities to encourage the development and utilization of viable, competitive Minority-Owned, Women-Owned, Small Disadvantaged, Veteran-Owned, Service-Disabled Veteran-Owned, and Historically Underutilized Business Zone (HUBZone) businesses in such a way that reflects the diversity of member company customer bases.

Thank you to the Indiana Energy Association (“IEA”) Supplier Diversity and Development Committee for their support as our corporate sponsors in 2023 and heading into 2024.



THANK YOU TO OUR SPONSORS



THANK YOU TO OUR HOSPITALITY VENDORS



CONCLUSION

In conclusion, this year for the Business Development and Outreach Team has been a success! Our endeavor at the start of the year was to work with “intentionality” and to take our division to the next level. In particular, we wanted to increase our reach on social media with our vendor spotlight program. Our efforts resulted in the creation of a LinkedIn page for DSD and amplifying our reach on previous platforms we had used such as Facebook and Instagram. In total, DSD is now followed by one thousand seventy-eight (1,078) accounts comprised of one-hundred sixty-seven (167) on Instagram, two-hundred ninety-four (294) on LinkedIn, and six-hundred seventeen (617) on Facebook.

CONTACT US

We want to hear from you!

If you have any energizing ideas for workshop topics or have any questions regarding your certification, please contact us at:

Phone - (317) 232-3061

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