Newsletter 2019, Volume 2, June 2019



UNIVERSITY OF SOUTH FLORIDA Office of Supplier Diversity

Upcoming Events

June 13 - Business Empowerment Series: Bidding & Estimating with Manhattan Construction & USF Purchasing Department. (Community Outreach Event) *Space is limited

July 17 - Lunch & Learn: Graduate, Honor & Innovative Education (USF Employee's Only)

August 8 - Business Empowerment Series: Health & Wellness Tips with Ericka Bethune M.D. (Community Outreach event) *Space is limited

For upcoming events visit: usf.edu/osd





Registration Information Coming Soon



Partner Events



Florida Minority Enterprise Development Conference 2019 Wed, July 24th, 4:00 PM - Fri, July 26th 5:00 PM DoubleTree by Hilton 4500 West Cypress St. Tampa, FL 33607

You Don't Want to Miss It!

What can you look forward to?

This conference gives you the opportunity to get valuable information to grow your business. You will receive admission to the Opening Reception, several key workshops, two (2) luncheons, two (2) receptions, and a Business Matchmaker & Expo.

Minority Business Awards Luncheon

27th Annual Awards Luncheon Keynote Speaker: Farad Ali - National Minority Supplier Development Council, Vice President, Network Delivery Services. The mission of the NMSDC is to advance business opportunities for certified minority business enterprises and connects them to corporate members. Mr. Ali is a trusted advisor to businesses large and small, government agencies, policymakers and organizations that understand the key roles diversity and inclusion play in ensuring business and economic success. He is an advocate for public policies and business practices that promote marketplace diversity and inclusion.

Register

Empowering Diverse Businesses in Our Community

The University of South Florida Office of Supplier Diversity has organized numerous outreach events, such as the construction focus networking and business empowerment educational sessions. These events are a huge success with many local businesses obtaining information and knowledge on ways they can improve their businesses. The sessions cover categories like insurance, marketing, bonding, and much more. Attendees range in level of experience from beginning to well-seasoned business owners, which demonstrates that business owners can always use additional tips and advice.

Photos courtesy of Pro Player Insurance Group





Diversity is Good for Business!

Diversity has been seen for decades as a social responsibility by corporations and as a means to combat the social injustices



minorities and under-represented business owners face. The goal of corporate social responsibility is for corporations to take responsibility for their impact on customers, employees, shareholders, communities and the environment in all aspects of their operations.

Supplier diversity is a strategic method used to present diverse suppliers with equal access to commercial sourcing and purchasing opportunities to improve business efficiency. Working together in strategic ways builds relationships which in the end improve the economic development of the society. Whether it's in the workforce or in procuring goods and services; diversity is a positive business strategy when embraced and executed well. Research has concluded that supplier diversity and corporate social responsibility go hand in hand. In order for these two responsible parties to work together both must align in the following ways:

- Align goals and agendas.
- Interdepartmental communication.
- Promote stakeholder buy-in for both agendas and goals.

Source: www.cvmsolutions.com

Suppliers Know Your Commodity Codes



One of the many complaints that diverse suppliers mention is not being informed when opportunities arise. Suppliers search procurement websites such as My Florida Market Place (**MFMP**) or cold call organizations to no avail. It's important that businesses know the commodity codes they service in order to get those notifications in a timely manner. Here are a few resources

to help guide you as a supplier.

<u>Selecting Commodity Codes</u>: Online training that is designed to assist My Florida Market Place(MFMP) vendors in selecting UNSPSC Commodity codes to receive notifications.

<u>Selecting Commodity Codes</u>: Covers what commodity codes are and how vendors may add them to their My Florida Market Place VIP Account.

Source: www.Supplier-Diversity-Digest-April-2018

Supplier Diversity Programs Work

The most prevalent misconception supplier diversity professionals face is that diverse suppliers lack in quality, efficiency, and talent. However, according to new research from The Hackett Group, Inc., an intellectual property based strategic consulting firm, 76% of all diverse suppliers met or exceeded expectations. Top corporate performers in supplier diversity experience no loss in efficiency, on the contrary, they report improved quality and other benefits like increased market share and access to new revenue opportunities. These new research findings challenge the attitude of many business leaders that worry that dedicating resources to supplier diversity will impact procurement savings and quality.



Source: http://diversity411.com/supplier-diversity/top-supplier-diversity-programs/

Business Owners Identify Your Strengths and Weaknesses

Strengths:

We are well versed in the business side of the

of technical skills

business consultants

to participate in such projects

Weaknesses

Threats

- We can lose our old customers by diverting our

resources to the new project - Travel costs could be prohibitively high and in

- Bidding process could be a serious drag on our financial and human resources

the long run can seriously undermine revenue increase

We have a creative team with an impressive list - Our human resources are already strained out over existing projects - Geographically our office is far removed from project, out team includes former executives and the potential customer headquarters - We are not politically connected We have sufficient financial resources necessary - Our top people are not built for long, dull and repetitive tasks

SWOT Analysis: Shall we chase the government contract?

Opportunities

- This government contract can bring a significant revenue increase - Once we are in the system, we can get more government orders - Listing this project in our portfolio would boost

our image with government and public organizations

A SWOT analysis is a strategic planning tool that helps business owners identify four areas on which one should focus: Strengths, Weaknesses, Opportunities, and Threats.

Once all the data is collected on the four areas of the analysis a business owner can create a plan to address those concerns and strengths.

For information please visit:

https://www.thebalancesmb.com/swot-analysis-for-small-business-2951706







EMBRACING CHALLENGES

As a small business, we constantly juggle limited resources whether it's time, people, or money. The key is to <u>establish an executable plan</u> that holds everyone within the organization accountable. Although, it can become a daunting task, we always **"inspect what we expect"** and keep our entire team compelled to put their best foot forward

WHAT SETS US APART

Our entire team at CCS Marketing is passionate about our work. Our "customer first" attitude molded our company motto: **YOUR BRAND IS OUR BUS!NESS.** Creating custom projects for each one of our customers can be a mammoth undertaking but we always do the right thing... because it's the right thing to do! We listen to all our clients and customize packages to meet their needs. **The true test of success is the ability to adapt**and we've always adapted to the transforming the marketing landscape and change in client demands.

WHAT WE DO

CCS Marketing is a full-service creative and branding agency. We specialize in **Identity/Brand Development, Creative Services, Print, Mail,** and **Promotional Advertising.** With our multichannel approach, we help our clients find unique ways to communicate with their desired audience.

CERTIFIED DIVERSE BUSINESS

Certifying as a minority business does not guarantee work, but it does put you in the game. We've always just wanted a chance to compete and minority status was always secondary. When it's all said and done, it boils down to competition. When buyers are looking for certain services, *they want a supplier who can deliver, period*. The certifications merely let buyers know that you're available if they need you. *Delivering a quality product over a consistent period* of time is what keeps the buyers coming back.

- youtube.com: CCS Marketing
- facebook.com/CCSMKTG
- instagram.com/ccsmarketing
- twitter.com/ccs_mktg



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Do You Want Your Business Featured In Our Newsletter?

Vendor Spotlight

If your business is certified as a diverse business in the state of Florida and you would like to be considered for the USF Office of Supplier Diversity featured "Business of the Month", email your submission to osd@usf.edu and include the following information.

- 1. A .jpg headshot or photo of your certified business at work.
- 2. Information about the ownership of the company including the year it was established.
- 3. One paragraph about the company, outlining your core business capabilities.
- 4. One paragraph about some of the challenges you have faced as a business owner.
- 5. One paragraph about the benefits have you gained from being a certified diverse business
- 6. Not more than two sentences explaining what separates your company from the competition.
- 7. Contact information including email address, website, and social media sites.

Disclaimer: Information once submitted is considered the property of the USF Office of Supplier Diversity and we reserve the right to edit any content submitted for publication. The selection of the business of the month is the sole discretion of the USF Office of Supplier Diversity and the company will be notified if selected.

Current Opportunities

USF has four major construction projects in progress. Now is the time to contact the construction manager for potential opportunities.

USF 581: Football Center R & R Simmons Construction Corporation Contact: Cesar Zevallos cesarzevallos@rrsimmons.com

USF 567: Honors College Facility The Beck Group & Envision Construction Contact: Michelle Natt <u>michellenatt@beckgroup.com</u>

USF 558: Wellness Center Barr & Barr & Horus Construction Contact: Matt Gilbert <u>mgilbert@barrandbarr.com</u> Contact: Lydia McDowell <u>Imcdowell@barrandbarr.com</u> Contact: Lena Graham-Morris Lena.Graham-Morris@horus-cs.com

USF St. Petersburg Student Housing & Dining Project The Beck Group & Envision Construction Contact: Michelle Natt michellenatt@beckgroup.com

For a current listing of available USF opportunities see the links below:

Procurement Services Public Bid https://www.usf.edu/businessfinance/purchasing/public-bids/currentbids.aspx

Design & Construction Procurement <u>https://www.usf.edu/administrative-</u> <u>services/facilities/design-construction/in-procurement.aspx#notices</u>



