

MINORITY BUSINESS BULLETIN

Heightening awareness, improving access, and building business relationships in order to increase *supplier diversity*.

WINTER 2006

Over \$300,000 in Janitorial Contracts Awarded to State-Certified MBEs

Regular readers of this newsletter may recall information in previous editions about a plan developed within the Building Services division aimed at increasing MBE participation in contracts for custodial services. We are pleased to report that since the first meeting between OSU staff and custodial companies in July 2005, six custodial contracts have been awarded to certified minority vendors, totaling more than \$300,000 annually.

Looking ahead, it is anticipated that up to six additional custodial contracts will be bid as MBE set-aside over the next 10 months.



CUSTODIAL CONTRACTORS AND OHIO STATE CUSTOMERS DISCUSSED UPCOMING BID OPPORTUNITIES, REQUIREMENTS, AND SPECIAL PROJECTS AT A MEETING LAST JULY ORGANIZED BY BUILDING SERVICES AND BUSINESS OPERATIONS.

IMPORTANT NOTE!

If you are a custodial contractor interested in doing business with Ohio State, please make sure your company is registered to receive bid notifications in OSU's online bid system. To sign-up, complete the vendor registration on the Purchasing Department's web site (www.osupurchasing.com) by clicking on "Vendor Registration & Bid Information." When completing the form, be sure to register for commodity codes "CUSTS" and "JANIT" in order to be notified of janitorial services bids.

Overcoming Obstacles Related to Finding New Suppliers: Using the 'Feedback Forum'

IMPROVING ACCESS TO OPPORTUNITIES FOR MINORITY BUSINESSES OFTEN MEANS DEVELOPING AND INVESTING IN NEW SUPPLIER RELATIONSHIPS

Our commitment is clear: to continue to increase minority business participation in the purchase of goods and services. A look at historic buying data suggests that purchasing patterns remain relatively consistent. Generally speaking, we tend to purchase the same items from the same companies—we value established supplier relationships. However, in order to continue to make progress toward our diversity goal, staff will increasingly need to consider making purchases from new or different suppliers.

Purchasing from a new supplier can be uncomfortable in some regards whereas purchasing from a "known quantity" is seemingly more efficient and less risky. Developing new supplier relationships takes time and effort. There are questions that often remain unanswered until the first order from a new supplier is received: will the goods or services be delivered on time? Will my order be filled correctly? Will the product/service meet the expectations of my customers and/or my boss?

To help reduce some of the risks and uncertainties associated with using a new supplier, a **FEEDBACK FORUM** has been developed as part of the ibuy web site. The Feedback Forum allows staff to share information about their experiences working with specific suppliers as well as learn from the experiences of others. The next time you are looking for or considering a new supplier, scan the Feedback Forum database to learn about companies that peers on campus have used. Also, please take the time to "give" information on the Feedback Forum so that others can learn from your experiences. It is important to note that the Feedback Forum is not limited to minority suppliers, but all suppliers with whom the university does business. The hope is that as an organization, we can strengthen our network of shared knowledge.

There are many reasons for Business and Finance to continue its commitment to small and minority-owned businesses. Being a key player in the development and growth of small and minority businesses in the State of Ohio is a win/win situation for all of us. It creates jobs right here in our community, builds support for the university, and gives us a wider variety of suppliers to choose from.



USE THE **IBUY** WEB SITE TO:

1. Find:
 - prime suppliers
 - internal service units
 - State Certified MBEs
2. Give feedback about your experiences with suppliers
3. Get feedback when looking for or considering a new supplier

<http://ibuy.osu.edu>



Prior to founding **ADVENTURES IN ADVERTISING PROMOTIONAL PRODUCTS SOLUTIONS** in 1998, Mr. Rich Cosby had a successful career that spanned 25 years and three Fortune 500 companies. For the past four years, Adventures in Advertising-PPS has been providing Ohio State customers with promotional products to help university departments reach their marketing and

recognition goals and objectives. A partial list of satisfied customers within Business and Finance include Transportation & Parking Services, Printing Services, and Public Safety.

“The benefits of working with Adventures in Advertising-PPS is the professional service that we deliver in addition to being committed to meeting your objectives and goals,” says Cosby. “The success of the company has been built around developing relationships with customers. This has been achieved by offering a great selection of products of good quality at competitive prices and exceptional customer service. There is great attention given in helping customers select the right promotional items to get the maximum impact with their message.”



SOME OF THE SPECIFIC PRODUCTS THAT HAVE BEEN PROVIDED TO OHIO STATE INCLUDE: WINTER JACKETS, DENIM AND POLO SHIRTS, CUSTOMIZED AWARDS, AND BRANDED PROMOTIONAL ITEMS SUCH AS PENS, MUGS, KEYCHAINS, AND BAGS.

COMPANY AT-A-GLANCE

Name: Adventures in Advertising Promotional Products Solutions

Owner: Mr. Rich Cosby

Contact Information:

7683 Wild Mint Court
Westerville, OH 43082
614-901-8624 (ph) | 614-901-8625 (fax)
cosby@advinadv.com (email)



Community Involvement & Accomplishments

- State-Certified MBE
- Member, Columbus Chamber of Commerce, 2005
- Member, Advertising Specialty Institute
- Featured entrepreneur in the 2000 and 2002-03 editions of “Who’s Who in Black Columbus”

Advice for companies interested in doing business with Ohio State

“Beat the bushes to get to know your potential customers. Meet them face-to-face and develop relationships. Then, if you get an order, you’ve got to perform.”

Additional Information

New web site is under construction (tentative launch scheduled for February 2006) and when available will give customers access to our product catalog of over 700,000 items.

Hard copies of 2006 catalogs will be available early March. If you would like to receive a catalog, email Rich at cosby@advinadv.com or call 614-901-8624.

SUCCESS STORY

SUBMITTED BY: KAREN DERTINGER

Service:

Web Site Development

Department:

Trademark & Licensing Services

MBE Supplier:

361 Studios (a graphic design firm located in Westerville, OH)

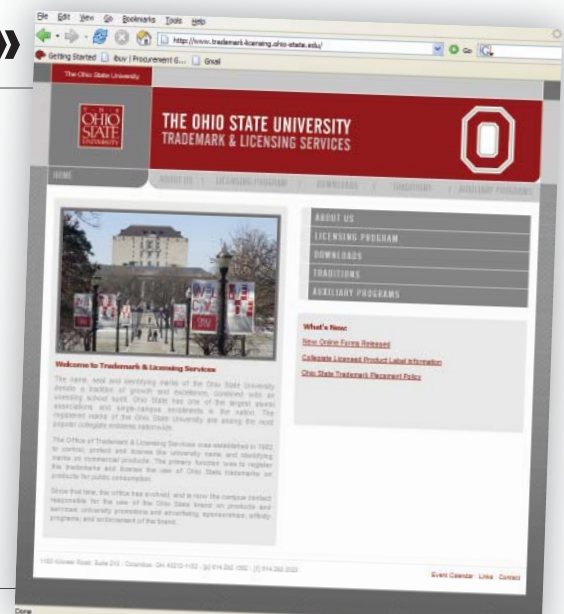
Trademark & Licensing Services initially engaged **361 Studios** to revamp the functionality of the department’s web site. What T&L received was much more.

361 STUDIOS HAS BEEN WORKING FOR TRADEMARK & LICENSING SERVICES TO REDESIGN THEIR WEB SITE AND MARKETING MATERIALS.

The quick turnaround, high quality work exceeded expectations in developing not only a new website but a graphically pleasing “brand identity” which flowed into all marketing materials.

The friendly and talented staff did a remarkable job and has also assisted in the development of new programs such as “Scarlet and Gray Fridays.”

We would highly recommend this company from website, to print pieces to promotional DVD presentations.



If you have a success story you’d like to share with the community, please send an email to krabill.4@osu.edu. Also, contact us if you have a suggestion for a supplier we should profile.

MBE Distributors Built Into Grainger Contract



COMMODITY: Maintenance, Hardware, and Building Supplies (MRO)

University departments should consider the contract with Grainger Industrial Supply when needing to purchase maintenance, hardware, or building supplies. As part of the contract, you can order directly from Grainger or from one of two different MBE distributors (EMM Black's Distributor or Superior Industrial Supply). Pricing and terms are the same regardless of whether you order from Grainger or from an MBE distributor. This is a great opportunity to take advantage of volume-negotiated contract pricing and grow MBE participation at the same time. More information including links to the online Grainger catalog are available from the ibuy web site (<http://ibuy.osu.edu>).

For pricing, ordering or delivery information, select from the following:



EMM Black's Distributor
Sam Black
3546 Delphos Ave.
Dayton, OH 45417
Phone: 800-642-5134
Fax: 937-263-7613
sblackjr@aol.com



Superior Industrial Supply
Stan McCormick
101 Main St., Suite G
Toledo, OH 43605-2079
Phone: 419-870-9998
Fax: 419-867-2009
stan.mccormick@siss.cc



Grainger Industrial Supply
Chuck Love
Phone: 614-378-1223
Fax: 614-274-7335
charles.love@grainger.com



Supplier Profile

COMMODITY: Temporary Labor / Staffing



PROTEAM Resources formed **PROTEAM STAFFING** in January of 2005. PROTEAM Staffing offers a full range of staffing solutions to meet the needs of your business, including temporary placement, temp-to-hire, direct-hire and on-premise staff management. We handle the time-consuming and costly paperwork involved with payroll. PROTEAM Staffing supplies qualified dependable administrative, office support and light industrial staff to increase productivity while keeping costs under control.

PROTEAM Staffing provides OSU on-site management of the temporary associates. We attend OSU department meetings to better understand the unique dynamics of each department. For example, we'll meet with the Transportation and Parking Department before each event.

We provide personalized attention for maximum customer satisfaction. The staffing coordinators are available 24 hours a day, 7 days a week to provide you with solutions to any of your staffing needs.

Since 1996, *Business First* has listed PROTEAM Resources as a top 25 staffing firm, and in 2003, the company placed sixth on the list. *Business First* has also recognized PROTEAM Resources as one of the 25 largest minority-owned businesses in central Ohio every year since 2001. Also in 2001, the United Way bestowed its "Diversity Champion" award upon PROTEAM, recognizing the company for its exemplary practice of promoting diversity in its work force. In 2001 and 2002, *Inc.* magazine named PROTEAM Resources to its "Inner City 100" list of

the 100 fastest-growing companies in America's inner cities. Other awards include the 2004 Ernst & Young Entrepreneur of the Year Award Winner as well as the Greater Columbus 2004 Small Business Person of the Year finalist. Keith Stevens was named one of Central Ohio's "Best CEOs" by *CEO Magazine* in 2005. Mr. Stevens has been involved in the South Central Ohio Minority Business Council in various ways to assist the organization including serving on the Columbus Local Advisory Committee.

In 2005, PROTEAM Resources entered into a three-year mentor-protége relationship with Cardinal

Health, the leading provider of products and services supporting the health care industry. The program provides business development support and assistance to qualified small businesses.

"They're good people and they send us good people. Always very responsive and helpful."

Scott Braidic, Assistant Director, Receiving and University Mail Services

Business and Finance, Minority Purchasing Council

For your reference, below is the membership roster for the Business and Finance Minority Purchasing Council. The team's charge is to heighten awareness, increase access, and strengthen business relationships with small, emerging, disadvantaged and minority businesses. Council members are a resource to help you find minority suppliers, navigate any obstacles you may encounter, and answer any questions you may have.

Vern Baisden	Public Safety	baisden.14	247-6300
Scott Braidic	Receiving and Mail	braidic.4	292-9738
Helen DeSantis	Business Operations	desantis.1	292-4135
Kathy Dillow	Business and Finance	dillow.7	292-7970
Debbie Eskelson	Physical Facilities Operations	eskelson.1	292-4079
Glen Funk	Planning and Real Estate	funk.57	292-5941
Steve Haman	Transportation & Parking Svcs.	haman.1	292-9604
Tricia Hohl	Office of the Treasurer	hohl.9	688-3650
Beth Kelley	Transportation & Parking Svcs.	kelley.193	292-9944
Renne Komula	Operations & EHS	komula.1	292-1284
Mike Krabill	Business Operations	krabill.4	688-3885
Candie Lester	Office of the Controller	lester.11	688-3968
Madelyn Maupin	Internal Audit	maupin.9	292-9680
Bob Quinn	Purchasing	quinn.106	292-1686
Amy Turner	Business Operations	turner.687	292-3481

Newly Certified Companies

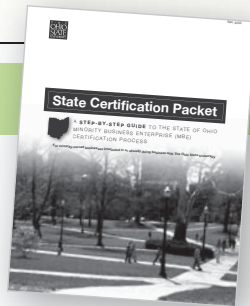
MBE companies recently certified through the State of Ohio include:

- GEM Catering (Gourmet Events Management)
- Keaton's Katering
- L & P Cleaning Services
- Urban Chefs

Contact information for these and other State-Certified MBEs can be found on the State's web site:

<http://das.ohio.gov/Eod/MBESearch/index.asp>

Are you a department within Business and Finance that is looking for MBE suppliers in a particular commodity? Are you a minority-owned company interested in doing business with Ohio State? Contact Mr. Larry Price, consultant to Business and Finance, at 228-6332.



STATE CERTIFICATION PACKET

An information packet is available to assist minority-owned businesses with the State of Ohio's MBE certification process. The packet includes tips and information as well as contact information if questions arise during the process. Packets are available by visiting the "ibuy" web site or by contacting Marie Peterson at 292-1268 or peterson.265@osu.edu



Doing Business with Ohio State

An information packet has been developed to assist new suppliers with the process of building business relationships with the university. It contains detailed and practical information to make doing business with a large and complex organization like Ohio State easier.

The packet is available in PDF format on the "ibuy" web site (under the Supplier Diversity tab) or hard copies can be obtained by contacting Marie Peterson at 292-1268 or peterson.265@osu.edu

READER POLL

"Would you find it helpful to have an internal email listserv dedicated to minority business development and supplier diversity?"

The listserv could be used to ask questions, share ideas, or post product / service areas in which you're looking for MBEs. If you think this idea has merit, please send an email to krabill.4@osu.edu

» ABOUT THE BULLETIN «

The **MINORITY BUSINESS BULLETIN** is a quarterly publication of the Office of Business and Finance at The Ohio State University. Its purpose is to heighten awareness, improve access, and help build business relationships with the minority business community. To be added to the mailing list or if you have an idea for content, please send an email to: krabill.4@osu.edu

Campus Mail



DO SOMETHING GREAT
www.osu.edu