



# 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](http://usf.edu/osd)



## 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](http://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.

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

**Selecting Commodity Codes:** 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](http://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.



## Business Owners Identify Your Strengths and Weaknesses



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>

## Vendor Spotlight: CCS Marketing



**CCS**  
marketing

Est. 2006 / Carolyn Lawson, CEO

As a small business, we constantly juggle limited resources whether it's time, people, or money. The key is to establish an executable plan 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 BUSINESS**. 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 multi-channel 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.



**YOUR  
BRAND IS OUR  
BUSINESS**

To learn more please visit us at:  
[www.ccsmarketing.com](http://www.ccsmarketing.com)  
[info@ccsmarketing.com](mailto:info@ccsmarketing.com)  
(813) 881-1997  
5405 W. Crenshaw St. | Tampa, FL 33634

## 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](mailto: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.

