

DEPARTMENT OF MANAGEMENT SERVICES

Office *of* Supplier Diversity



Annual Report 2008-2009



Governor Charlie Crist - State of Florida
Secretary Linda South - Department of Management Services

What people are saying

“As a small business owner, OSD spotlight speaker, and MatchMaker conference attendee, I am very impressed with the professional support, networking, and business opportunities I received as a direct result of my relationship with OSD. The skilled and knowledgeable staff is highly appreciated; and I am confident that I can depend on their services to help my business grow.”

- Dena Ford-Francis, President and Managing Member, Technology On Demand, LLC

“OSD helped me connect key elements of building a successful business such as certifications, strong business relationships and professional development. The staff is very knowledgeable and always willing to help, which made me realize how fortunate I was to have access to such critical resources!”

- Michael Paramore, President, Choice Security Investigations, Inc.

“US Tradeshows has had the good fortune of working with OSD for our sixth consecutive year. We would like to thank each and every staff member, for their hard work and their willingness to allow us to partner with OSD on your MatchMaker event. We look forward to continuing our relationship for many years to come, and we would like to offer a special thank you to Sherry and Torey for all that they do!”

- Paul Angelino, Owner/US Tradeshows

*(OSD) Office of Supplier Diversity



L-R :Torey Alston, OSD Executive Director and Malik Ali, Chair, Florida Small and Minority Business Advisory Council

Mission

Our mission is to promote equity in contracting for certified minority-, women- and service-disabled veteran-owned businesses.

Values

Our values are integrity, respect, quality customer service and teamwork.

Vision

Our vision is to serve as a resource center for all small businesses, including minority, women and service-disabled veteran business enterprises, facilitate equity in contracting and ensure diverse participation in the purchasing process through excellent customer service.



From the Secretary

Dear Governor Crist and Cabinet:

I am pleased to share another successful year of outreach and advocacy for the Department of Management Services Office of Supplier Diversity, the state's advocate for minority business enterprises in Florida. Our office continued its mission to connect minority-, women- and service-disabled veteran-owned business enterprises with state spenders. During fiscal year 2008-2009 that resulted in \$1.35 billion in spending with these minority-owned vendors.

In 2009, thanks to support from Sen. Al Lawson, Rep. Jennifer Carroll and the Florida Legislature, we were able to increase our efficiency and better support Florida's certified minority business enterprises by extending the re-certification period to two years. This allows Florida's entrepreneurs to focus more on business opportunities and the business of doing business.

We executed several joint certification agreements this year, with the City of Jacksonville and Broward Health among others, which also help minority business enterprises work on business development. With these agreements, both parties recognize the other's certification, reducing the need for business owners to secure multiple certifications.

We look forward to moving into the new decade with plans in place to increase our efficiency and better serve our customers, both certified minority businesses, and government and corporate spenders. By helping Florida's businesses interact with customer-friendly and service-oriented government agencies, we continue to play an important role in Florida's economic development.

Sincerely,

Linda South



From the Executive Director

To Florida's Leaders and Citizens:

The Office of Supplier Diversity continued to make great strides in improving business and economic opportunities for Florida's minority-, women-, and service-disabled veteran-owned business enterprises during fiscal year 2008-09. Our annual report details our accomplishments.

The number of minority business enterprises we certified during the past year increased by nearly 800, to almost 5,000 businesses. Certification provides them benefits that include business development guidance and first-tier referrals to state agencies.

Outreach continues to play a crucial role in advocating for Florida's minority business enterprises, and playing "matchmaker" by helping these businesses secure contracts from state agencies, universities and the private sector. This year, we hosted the largest annual MatchMaker conference to date, along with several regional workshops around the state. In addition, we were proud to support the Executive Office of the Governor by helping coordinate two economic stimulus seminars. The seminars helped small and minority-owned businesses understand how to best take advantage of the stimulus money allocated to Florida.

Our office remains committed to fostering positive and mutually-beneficial working relationships between minority business enterprises and public and private sector buyers. This report shares our activities and achievements in promoting equity in contracting for Florida's minority-, women- and service-disabled veteran-owned businesses.

Sincerely,

A handwritten signature in black ink, appearing to read "Torey Alston". The signature is fluid and stylized, with a long horizontal stroke at the end.

Torey Alston

Executive Director

Office of Supplier Diversity

OSD 2010 Plan

The Office of Supplier Diversity's (OSD) function is to improve business and economic opportunities for Florida's minority, women and service-disabled veteran business enterprises.

Technology

Automate the current paper intensive certification to increase efficiency and productivity while providing better support and service to customers. (C)

Implement a content management system to track new and existing certification files to enable the office to quickly find information and provide good customer service; also use to quantify and track successes of relationships and purchases. (C)

Computerize all diversity issue-related documents received from agencies. (C)



MatchMaker 2008

Economic Development

Identify new stimuli across the state to provide a boost to local economies by matching minority-, women- and service-disabled veteran-owned businesses that sell services or products. (O)

Partner with local entities to provide training and assist minority-, women- and service-disabled veteran-owned businesses in securing capital. (O)

Enhance and increase strategic alliances and partnerships to benefit minority-, women- and service-disabled veteran-owned businesses. (O)

Accountability

Review each state agency's Minority Utilization Plan as a benchmark for performance measurements and compliance. (C)

Use the Agency Diversity Spending Report Card to assess and measure the progress of overall minority spending. (C)

Communicate regularly with the Small and Minority Business Advisory Council on minority enterprise purchasing issues. (C)

MatchMaking

Expand the MatchMaker Trade Show and Conference to target all industries including construction services, general contractors, consultants, oil-related services and other professional services. (C)

Increase training sessions and workshops for minority-, women- and service-disabled veteran-owned businesses to understand the changing global market and emphasize new creative alternatives to set asides. (O)

Revamp and revitalize both the Mentor-Protégé and Loan Mobilization programs as valued resources to minority-, women- and service-disabled veteran-owned businesses. (C)

* (O) project ongoing

* (C) project complete

OSD Programs and Services

Certification

During 2008-09, the OSD certified 4,997 minority business enterprises statewide.

To become certified as a minority-, women- and/or service-disabled veteran-owned business enterprise in Florida, a business must be:

- engaged in commercial transactions;
- operated in Florida;
- 51 percent owned, managed and controlled by: African American, Hispanic American, Asian American, Native American, American Woman or service-disabled veteran (minimum 10 percent disability) who is a permanent resident of Florida and a United States citizen;
- a small business independently owned and operated, with a net worth of not more than \$5 million that employs 200 or fewer full-time permanent employees, or is recognized as a certified business by the federal government.



MatchMaker Workshop

REFERENCE: Chapter 287 Florida Statutes, Section 295.187 Florida Statutes and Chapter 38A60A-9 Florida Administrative Code.

Certification benefits include:

- First tier referrals to state agencies for order and contract opportunities.
- Mentor-Protégé opportunities for business development guidance from established corporations.
- Exclusive listing of state-certified minority business enterprises in an online directory.
- Participation at regional workshops, seminars, corporate roundtables and discounts at the annual MatchMaker Conference and Trade Show.
- Loan Mobilization to assist eligible businesses with funding.
- Incentives for state agencies and universities to increase spending.

MyFloridaMarketPlace

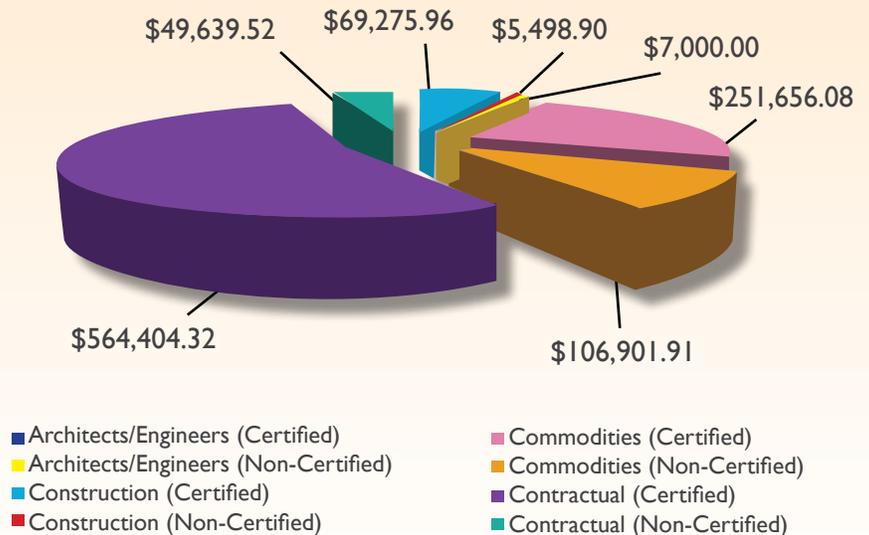
MyFloridaMarketPlace increases business access to the “state marketplace.” This user-friendly Web site lets vendors register, receive information on upcoming bids, post information about products and services, receive purchase orders and submit invoices electronically. Once registered, their information is immediately available to all state government buyers using the system. The system creates a faster, more efficient way to do business with state government reducing vendor paperwork and time.

Agency	Certified	Non-Certified	Non-Profit	Total
Agency for Healthcare Administration	\$1,599,217	\$2,535,253	\$2,275,988	\$6,410,458
Agency for Persons with Disabilities	\$772,065	\$4,746,362	\$2,395,576	\$7,914,003
Agency for Workforce Innovation	\$4,649,487	\$1,155,727	\$3,243,989	\$9,049,203
Community Colleges	\$43,378,431	\$0	\$0	\$43,378,431
Department of Agriculture and Consumer Services	\$8,903,797	\$4,954,087	\$757,834	\$14,615,718
Department of Business and Professional Regulation	\$4,128,773	\$613,931	\$441	\$4,743,145
Department of Children and Families	\$7,046,850	\$16,159,772	\$71,028,946	\$94,235,568
Department of Citrus	\$134,325	\$210,554	\$0	\$344,879
Department of Community Affairs	\$1,656,776	\$755,494	\$7,917,174	\$10,329,444
Department of Corrections	\$42,033,257	\$10,253,515	\$2,129,685	\$54,416,457
Department of Education	\$4,121,439	\$7,780,166	\$147,312,474	\$159,214,079
Department of Elder Affairs	\$370,766	\$993,763	\$33,162,191	\$34,526,720
Department of Environmental Protection	\$74,145,604	\$22,863,269	\$347,668	\$97,356,541
Department of Financial Services	\$8,450,859	\$2,528,262	\$61,738	\$11,040,859
Department of Health	\$32,179,279	\$57,023,987	\$59,336,475	\$148,539,741
Department of Highway Safety and Motor Vehicles	\$2,287,212	\$5,981,855	\$225,915	\$8,494,982
Department of Juvenile Justice	\$10,311,929	\$8,695,483	\$31,913,009	\$50,920,421
Department of Law Enforcement	\$1,538,794	\$878,202	\$440,866	\$2,857,862
Department of Legal Affairs	\$365,774	\$786,581	\$2,853,379	\$4,005,734
Department of Management Services	\$14,103,979	\$8,734,352	\$10,650	\$22,848,981
Department of Military Affairs	\$3,762,145	\$1,026,737	\$43,657	\$4,832,539
Department of Revenue	\$3,107,515	\$3,458,031	\$1,558	\$6,567,104
Department of State	\$1,228,915	\$736,144	\$139,174	\$2,104,233
Department of Transportation	\$140,421,527	\$205,735,599	\$2,192,355	\$348,349,481
Department of Veterans' Affairs	\$880,762	\$1,406,536	\$88	\$2,287,386
Division of Administrative Hearings	\$49,093	\$16,163	\$1,160	\$66,416
Executive Office of the Governor	\$2,297,755	\$1,047,061	\$350,814	\$3,695,630
Fish and Wildlife Conservation Commission	\$9,018,434	\$4,546,881	\$80,690	\$13,646,005
Florida A & M University	\$7,568,092	\$0	\$0	\$7,568,092
Florida Atlantic University	\$4,597,495	\$3,888,681	\$0	\$8,486,176
Florida Gulf Coast University	\$947,941	\$854,701	\$0	\$1,802,642
Florida International University	\$5,131,391	\$12,144,287	\$0	\$17,275,678
Florida Legislature	\$144,344	\$1,615,760	\$2,604	\$1,762,708
Florida Lottery	\$18,761,929	\$62,028,813	\$41,080	\$80,831,822
Florida Parole Commission	\$21,386	\$1,553	\$0	\$22,939
Florida School For the Deaf and the Blind	\$1,303,079	\$703,534	\$717	\$2,007,330
Florida State University	\$12,613,574	\$14,993,833	\$29,608	\$27,637,015
Justice Administrative Commission	\$1,035,188	\$0	\$522,862	\$1,558,050
New College of Florida	\$712,571	\$28,736	\$0	\$741,307
Public Service Commission	\$267,675	\$253,243	\$0	\$520,918
State Board of Administration	\$71,748	\$0	\$0	\$71,748
State Courts System	\$519,916	\$3,704,505	\$63,398	\$4,287,819
University of Central Florida	\$1,721,609	\$2,995,899	\$0	\$4,717,508
University of Florida	\$15,643,195	\$6,303,117	\$0	\$21,946,312
University of North Florida	\$10,895,701	\$2,483,682	\$0	\$13,379,383
University of South Florida	\$6,363,453	\$24,900,436	\$127,726	\$31,391,615
University of West Florida	\$581,320	\$1,039,119	\$0	\$1,620,439
Total	\$511,846,366	\$513,563,666	\$369,011,489	\$1,394,421,521

Fiscal Year 2008/2009

Service-Disabled Veteran Enterprise Spending

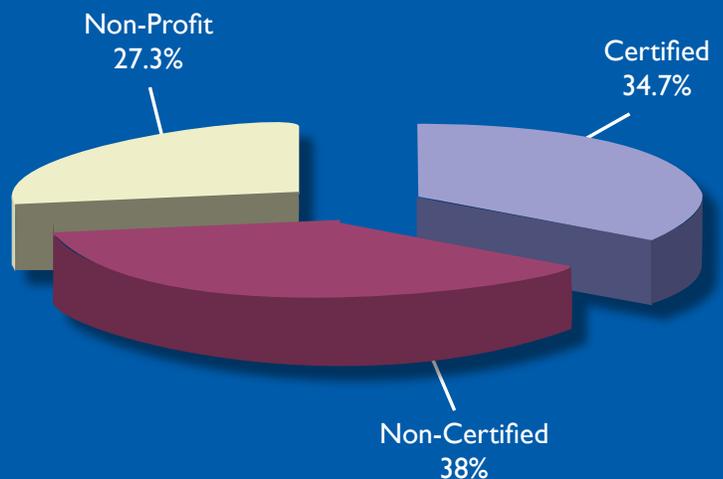
OSD began certifying and tracking spending for service-disabled veteran-owned business enterprises in November 2008. From November through the end of fiscal year 2008-09, spending with service-disabled veteran enterprises exceeded \$1 million.



We connect vendors with spenders.

Total Minority Spending

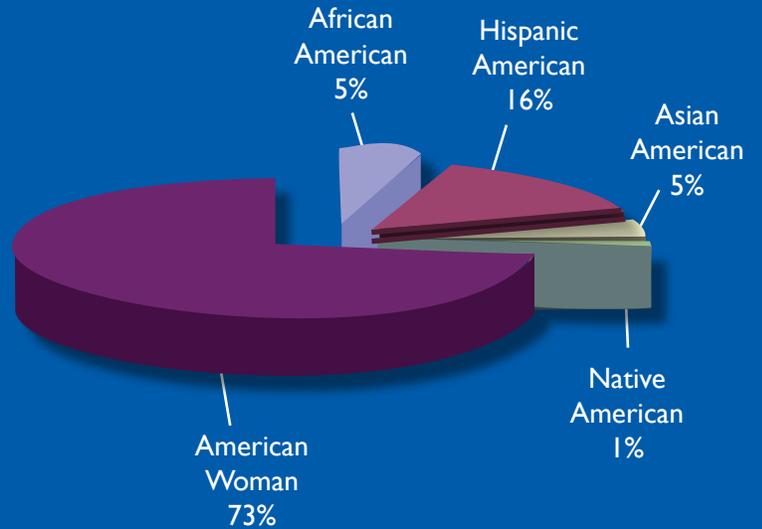
In 2008-09, total state government minority spending surpassed \$1.35 billion with 27.3 percent paid to minority non-profit organizations, 38 percent to non-certified minority-, women- and service-disabled veteran-owned businesses and 34.7 percent to certified minority-, women- and service-disabled veteran-owned businesses.



Construction Spending

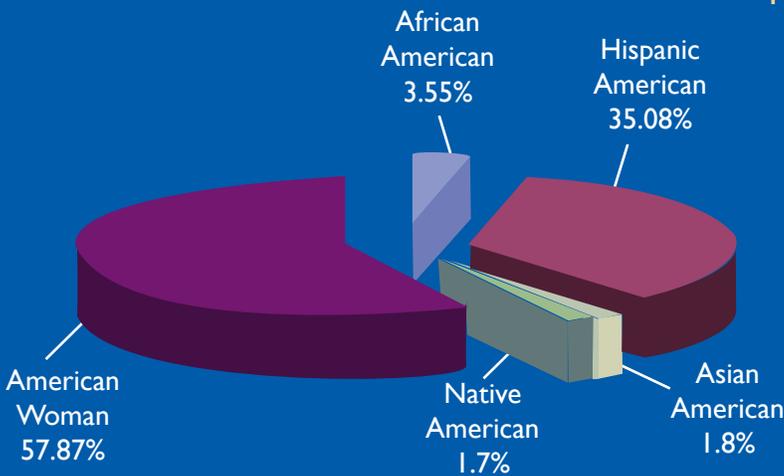
Certified Minority Business Enterprises

In 2008-09, \$175.1 million in construction related purchases were made through certified minority/women businesses. Of these businesses: 73 percent American Woman-, 16 percent Hispanic American-, 5 percent African American-, 5 percent Asian American- and 1 percent Native American-owned businesses.



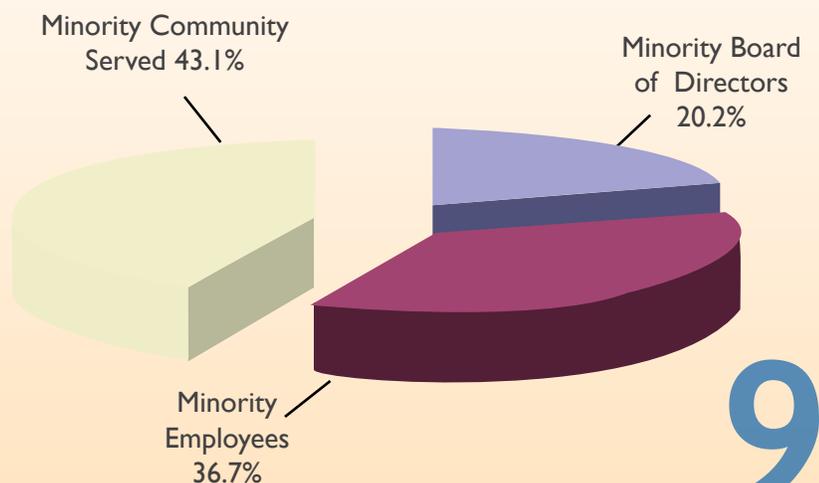
Non-Certified Minority Business Enterprises

In 2008-09, \$213.1 million in construction related purchases were made through non-certified minority/women businesses. Of these businesses: 57.87 percent American Woman-, 35.08 percent Hispanic American-, 3.55 percent African American-, 1.8 percent Asian American-, and 1.7 percent Native American-owned businesses.



Construction Spending Minority Non-Profit Organizations

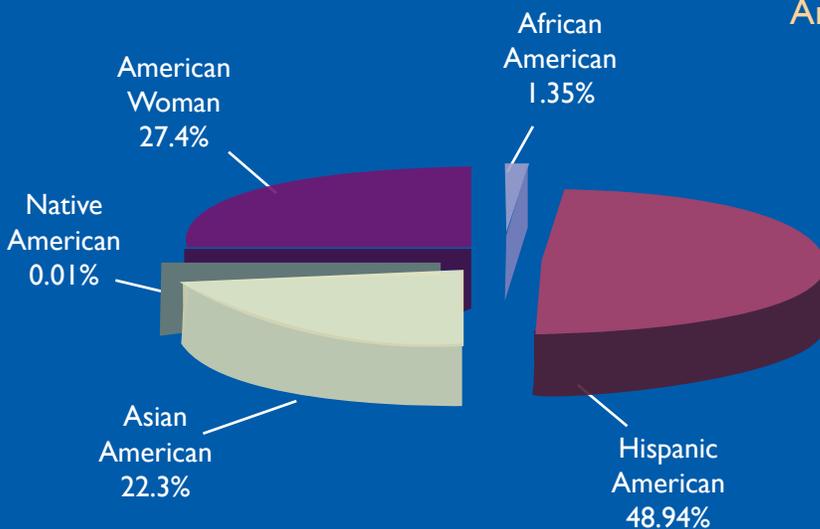
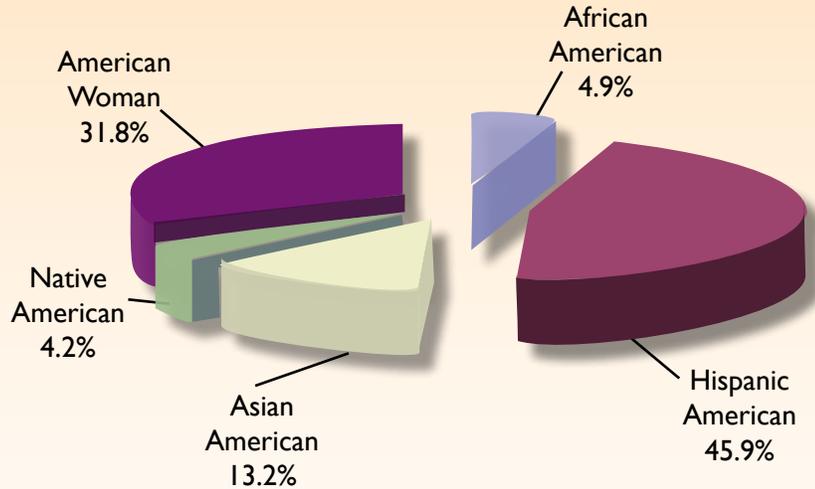
In 2008-09, \$2.4 million in construction related purchases were made through minority non-profit organizations. Of these organizations, 20.2 percent have a minority board of directors, 36.7 percent employ a majority of minority employees and 43.1 percent serve minority communities.



Architects/Engineers Spending

Certified Minority Business Enterprises

In 2008-09, state government spent \$86.2 million in architectural and engineering services with certified minority/women businesses. Of the total: 45.9 percent Hispanic American-, 31.8 percent American Woman-, 13.2 percent Asian American-, 4.9 percent African American- and 4.2 percent Native American-owned businesses.



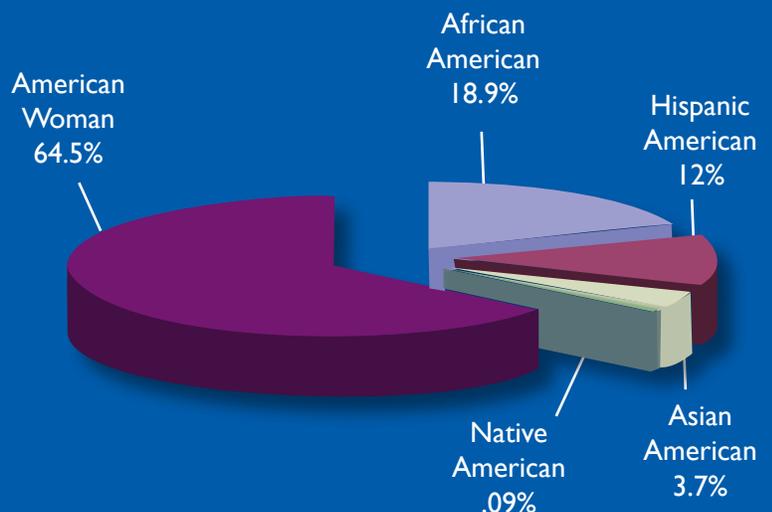
Architects/Engineers Spending Non-Certified

In 2008-09, state government spent \$50.4 million in architectural and engineering services with non-certified minority/women businesses. Of the total: 48.94 percent Hispanic American-, 27.4 percent American Woman-, 22.3 percent Asian American- and 1.35 percent African American-owned businesses.

Commodities Spending

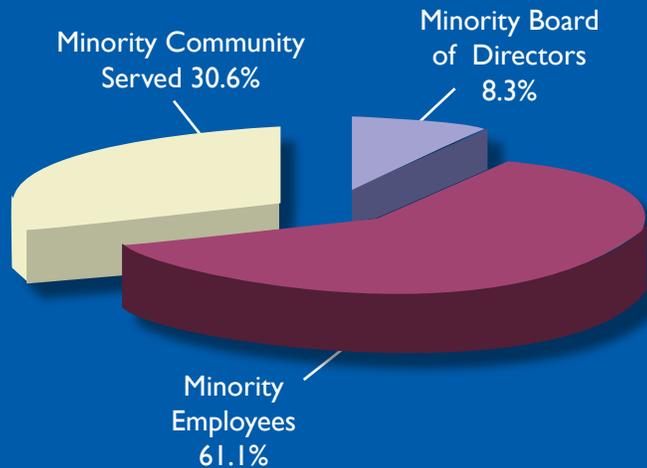
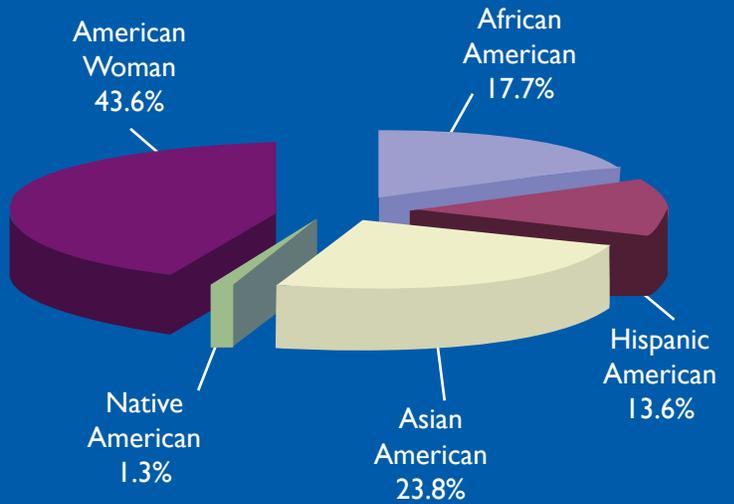
Certified Minority Business Enterprises

Total commodities spending with certified minority/women business enterprises was \$88.2 million in 2008-09. American Woman-owned businesses made up 64.5 percent, African American 18.9 percent, Hispanic American 12 percent, Asian American 3.7 percent and Native American .09 percent.



Commodities Spending Non-Certified

Total commodities spending with non-certified minority/women business enterprises was \$70 million in 2008-09. American Woman-owned businesses made up 43.6 percent, Asian American 23.8 percent, African American 17.7 percent, Hispanic American 13.6 percent and Native American 1.3 percent.



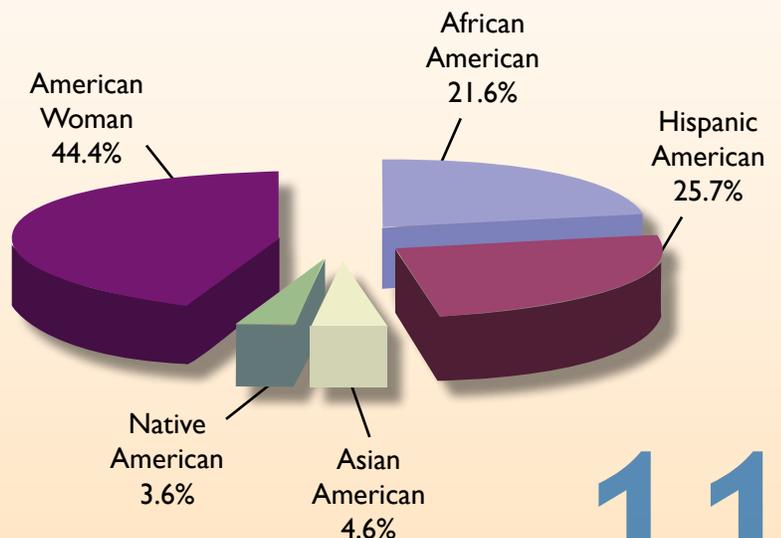
Commodities Spending Non-Profit Organizations

Total commodities spending with minority non-profit organizations was \$274 million in 2008-09. Of these organizations: 30.6 percent serve minority communities, 61.1 percent employ a majority of minority employees and 8.3 percent have a minority board of directors.

Contractual Services Spending

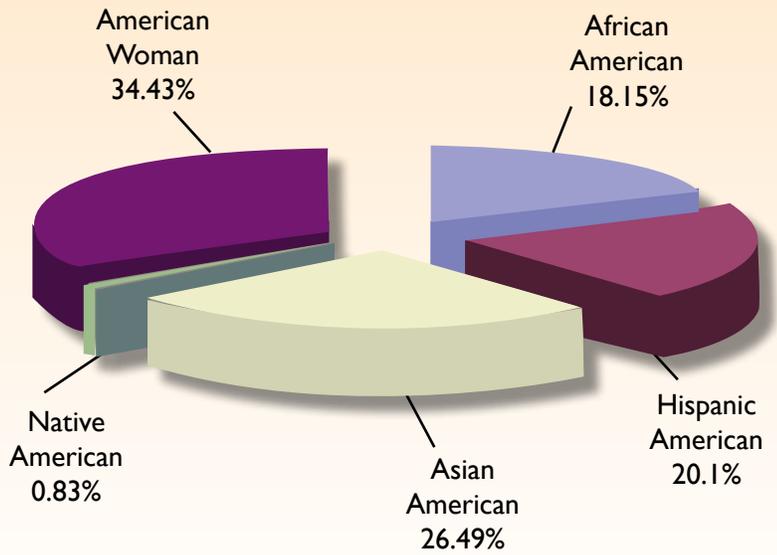
Certified Minority Business Enterprises

State government purchased \$117.8 million in contractual services through certified minority/women businesses in 2008-09. Of the total: 44.4 percent American Woman-, 21.6 percent African American-, 25.7 percent Hispanic American-, 4.6 percent Asian American- and 3.6 percent Native American-owned businesses.



Non-Certified Minority Business Enterprises

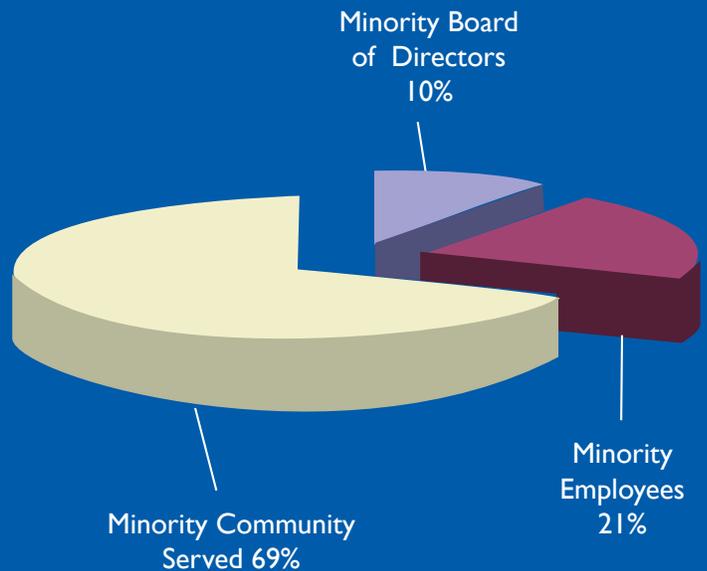
State government purchased \$179.2 million in contractual services through non-certified minority/women businesses in 2008-09. Of the total: 34.43 percent American Woman-, 18.15 percent African American-, 20.1 percent Hispanic American-, 26.49 percent Asian American- and 0.83 percent Native American-owned businesses.



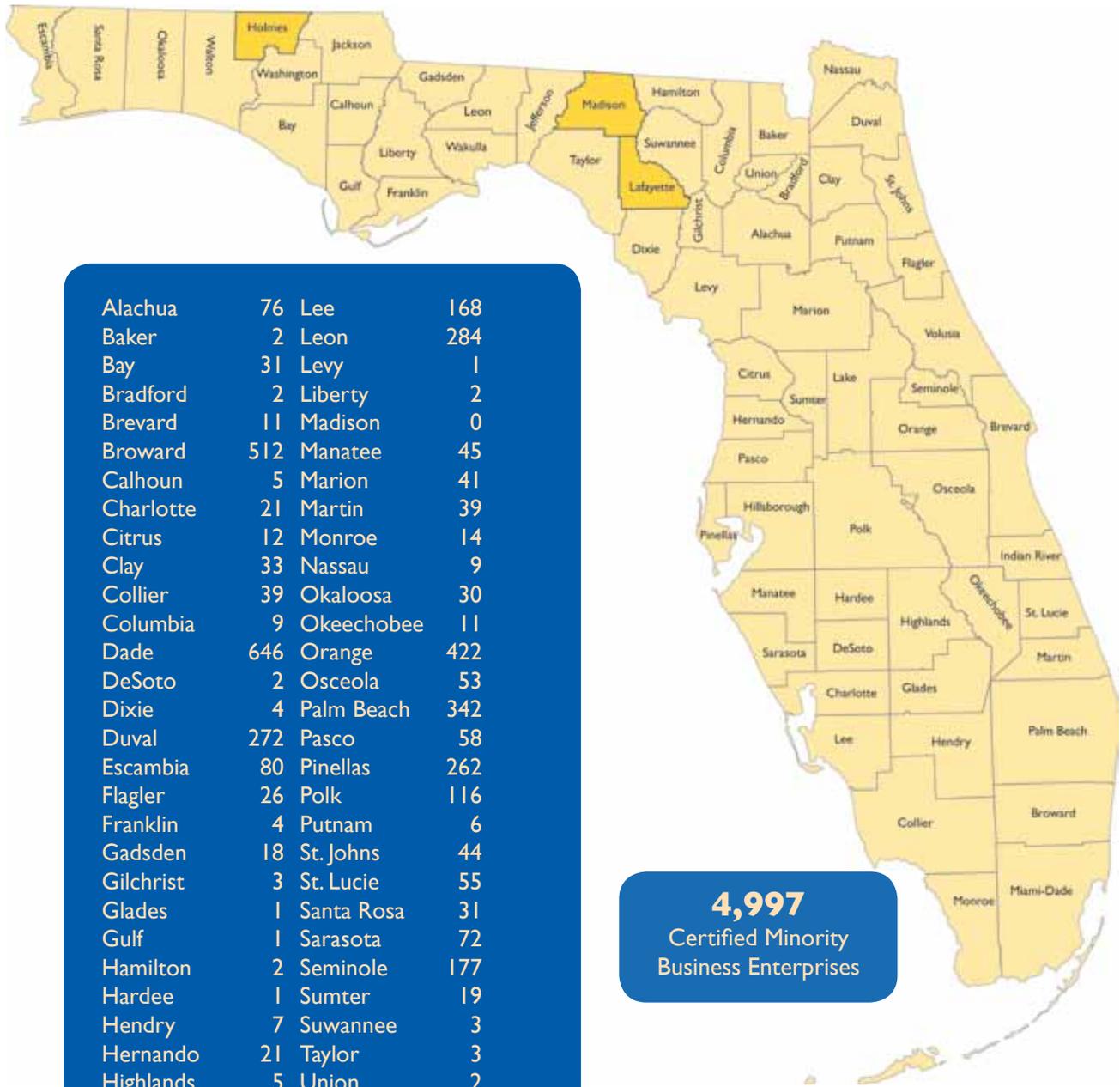
Congressman Tom Feeny
Past MatchMaker Keynote Speaker

Non-Profit Organizations

State government purchased \$92 million in contractual services through minority non-profit organizations in 2008-09. Of these organizations: 69 percent serve minority communities, 10 percent have minority board of directors and 21 percent employ a majority of minority employees.



Certified Minority Business Enterprises By County



Alachua	76	Lee	168
Baker	2	Leon	284
Bay	31	Levy	1
Bradford	2	Liberty	2
Brevard	11	Madison	0
Broward	512	Manatee	45
Calhoun	5	Marion	41
Charlotte	21	Martin	39
Citrus	12	Monroe	14
Clay	33	Nassau	9
Collier	39	Okaloosa	30
Columbia	9	Okeechobee	11
Dade	646	Orange	422
DeSoto	2	Osceola	53
Dixie	4	Palm Beach	342
Duval	272	Pasco	58
Escambia	80	Pinellas	262
Flagler	26	Polk	116
Franklin	4	Putnam	6
Gadsden	18	St. Johns	44
Gilchrist	3	St. Lucie	55
Glades	1	Santa Rosa	31
Gulf	1	Sarasota	72
Hamilton	2	Seminole	177
Hardee	1	Sumter	19
Hendry	7	Suwannee	3
Hernando	21	Taylor	3
Highlands	5	Union	2
Hillsborough	586	Volusia	60
Holmes	0	Wakulla	10
Indian River	8	Walton	6
Jackson	14	Washington	2
Jefferson	1	Other	6
Lake	50		
Lafayette	0	Total	4,997

- Counties with Certified Minority Business Enterprises
- Counties with no Certified Minority Business Enterprises

2008-2009 Accomplishments

1. Progressed with the OSD 2010 Plan, a strategic roadmap expanding business and economic opportunities for minority-, women- and service-disabled veteran-owned business enterprises through outreach, automation and increased accountability.
2. Increased the number of certified business enterprises to 4,997 from 4,118 the previous fiscal year. Enhanced and targeted outreach efforts assisted the boost in state certification.
3. Executed the largest annual MatchMaker Conference to date, where Governor Crist addressed more than 1,500 minority-, women- and service-disabled veteran-owned business enterprises. Hosted several regional MatchMaker workshops around the state.
4. Coordinated two stimulus seminars for business owners around the state with the Executive Office of the Governor. These seminars provided information to business owners on how they can access federal stimulus dollars allocated to the state.
5. The 2009 legislature passed HB 319/SB 1480 extending the period for re-certification for minority, women and service-disabled veteran business enterprises to two years. The bill was sponsored by Sen. Al Lawson and Rep. Jennifer Carroll. Governor Crist signed the bill into law, which took effect July 1, 2009. This frees business owners to spend more time seeking contracting opportunities.
6. Began certifying service-disabled veteran-owned business enterprises on Veterans Day, November 11, 2008. Governor Crist signed House Bill 687 in June 2008 to create the Florida Service-Disabled Veteran Business Enterprise Opportunity Act and put into law a preference in state contracting for businesses owned by service-disabled veterans.
7. Executed joint certification agreements with the City of Jacksonville and Broward Health.
8. Hosted the Delaware Office of Management and Budget; Office of Minority & Women Business Enterprise to share best practices of the Florida Office of Supplier Diversity program. The Insight Center for Community Economic Development based in California facilitated the meeting between Florida and Delaware.
9. Enhanced certification and notification, allowing business owners to receive automated e-notices for re-certification and other functions. Enhanced the certification program to include support for service-disabled veteran business enterprises, and used agreements with other entities to make certification easier for businesses.
10. Developed a business owner's "toolbox"—a resource guide for certified minority-, women- and service-disabled veteran-owned businesses.
11. Formed Strategic Partnership Agreements with the United States Small Business Administration, Trans Ocean Investment Services, Insight Center for Community Economic Development, Delaware Office of Management and Budget Office of Minority and Women Business Enterprise and the National Association for the Advancement of Colored People. These key stakeholders help increase resources for all small businesses.
12. Supported minority-owned media around the state increasing awareness of opportunities and events in communities near minority business enterprises. Placed ads in publications such as the *Westside Gazette*, *InFocus Magazine*, and the *Capital Outlook*, to name a few.
13. Increased communication with stakeholders including the Florida Hispanic Legislative Caucus, Florida Conference of Black State Legislators, Florida Legislative Women's Caucus and several business support groups. We also enhanced dialogue with the Florida Advisory Council on Small and Minority Business Development.

2008-2009 Outreach and MatchMaking Activities

- Florida Minority Supplier Development Council 25th Annual Conference and Trade Fair – Orlando
- MatchMaker 2008 Conference and Trade Show – Orlando
- Northeast Florida Regional MatchMaker – Jacksonville
- Procurement and Contracting Expo – Jacksonville
- Southwest Florida Regional MatchMaker – Fort Myers
- Florida Regional Minority Business Council 24th Annual Business Expo – Fort Lauderdale
- 23rd Annual Government Small Business Conference – Tampa
- Northwest Florida Regional MatchMaker – Pensacola
- University of Florida Small Business Conference – Gainesville
- Big Bend MatchMaker – Tallahassee
- National Association for the Advancement of Colored People State Conference – Miami
- Seminars on Florida Stimulus Package – Daytona Beach/Miami
- Minority Chamber of Commerce – Miami
- Florida State University/Grainger 1st Annual Vendor Expo – Tallahassee
- Black Business Investment Fund – Orlando
- Reinvest Local Workshop – Tallahassee
- City of Miramar Vendor Fair – Miramar
- Titusville Chamber of Commerce – Titusville
- Lake City Community College Vendor Fair – Lake City
- National Institute of Governmental Purchasing Trade Show – Tallahassee

Administrative Team

Torey Alston – Executive Director

Thaddeus Fortune – Labor and Employment Training Supervisor

Carla Pierre – Operations and Management Consultant Manager

Certification and Compliance Teams

Colin Barton – Government Operations Consultant I

Sherry Fagg – Operations and Management Consultant I

Patricia Hall – Operations and Management Consultant I

Bridget Lee – Senior Management Analyst I

Janice Reed – Administrative Assistant I

Shelia Simmons – Management Analyst I

Barbara Thompson-Yates – Purchasing Agent II

Denise Wright – Administrative Assistant I

Information Technology Resources Staff

Dwayne Cargile – Distributed Computer Systems Administrator



Contact Information

Office of Supplier Diversity
4050 Esplanade Way, Suite 380
Tallahassee, Florida 32399
(850) 487-0915 – telephone
(850) 922-6852 – fax

Web site

www.osd.dms.state.fl.us

E-mail address

osdhelp@dms.state.fl.us