

VIRGINIA TECH SWaM Gateway

A publication of the Procurement Department - Supplier Diversity Program

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UPCOMING EVENTS

March, 2014
*Women In Business Leadership Lec-
ture Series*
The Inn at Virginia Tech
901 Price Fork Road
Blacksburg, Virginia

September, 2014
SWaM Opportunity Fair
The Inn at Virginia Tech
901 Price Fork Road
Blacksburg, Virginia

October, 2014
SWaMfest 10 presented by VASCUPP
The Hotel Roanoke
110 Shenandoah Avenue
Roanoke, VA



Women in Business Issue

The State of Women-Owned Business 2013



According to The 2013 State of Women-Owned Business report published by American Express OPEN, the number of women-owned firms is growing at a rate one and a half times the national average, and their revenue and employment growth over the past 16 years exceeds that of all but the largest, publicly traded corporations. Yet, just two percent of women-owned firms have reached or crossed the million-dollar threshold.

cont. on page 3

SWaM spend record for Virginia Tech!

Over \$100 million spent with SWaMs in FY13



In collaboration with Virginia Tech's Principles of Community, adopted in 2005 to support the local community, supplier diversity at Virginia Tech is a proactive business process that seeks to provide all suppliers equal access to purchasing opportunities to promote supplier participation reflective of the diverse business community and encourage local economic development.

Our supplier diversity program is built upon a successful collaboration between the university and its supplier community. The health and vitality of Virginia Tech are wholly linked to the quality of life and economic development in the cities that Virginia Tech reaches.

During the FY13 business year, the university achieved record levels of spending with SWaM (small, woman and minority-owned) businesses across all campus departments. Virginia Tech spent approximately \$327,734,863 in goods and services, with more than \$100 million, or 30.5% of that going to SWaM businesses, surpassing the goal of 28.7%.

Overall, FY13 SWaM spending surpassed SWaM spend vs. FY12 by 8.26% which represents increases in minority and small business spend of 11.44% and 13.01%, respectively.

For nearly 30 years, increasing the dollar amount spent with SWaM businesses has been part of Virginia Tech's procurement efforts. Over the years, the program has evolved and grown to reflect changes in the local and national demographic landscape. Today, the program mirrors diversity efforts throughout the Commonwealth, allowing Virginia Tech to remain strong in its efforts to provide the university with more options in securing goods and services, setting both quarterly and annual goals to increase diversity spend.

While these results are very encouraging, it is the continued collaborative efforts of all university and community stakeholders that will allow the Supplier Diversity program and the university to continue to be successful.

	Direct Discretionary Expenditures	Capital SWaM Spend	Total FY13 Expenditures	% Of Discretionary Expenditures	FY13 Goal
MBE	\$5,384,513	\$8,701,181	\$ 14,085,694	4.3%	4.2%
WBE	\$7,289,241	\$9,862,702	\$ 17,151,943	5.2%	5.5%
SBE	\$37,772,345	\$31,026,036	\$ 68,798,381	21.0%	19.0%
Combined	\$ 50,446,099	\$ 49,589,919	\$100,036,018	30.5%	28.7%

The State of Women-Owned Business 2013

cont., from page 1

the number of women-owned firms is growing at a rate one and a half times the national average, and their revenue and employment growth over the past 16 years exceeds that of all but the largest, publicly traded corporations

This report reinforces trends seen across the country, that the number of women-owned firms continues to rise at rates exceeding the national average, yet they remain smaller than the average firm.

Some key outcomes from the study include:

- The number and economic contributions of women-owned firms continue to grow. The rate of growth in the number of women-owned enterprises over the past 16 years remains higher than the national average. Between 1997 and 2013, the number of women-owned firms is growing at 1½ times the national average.
- Over the past six years, since the depth of the U.S. recession, the only businesses that have provided a net increase in employment are large, publicly traded corporations... and privately held majority women-owned firms. In all other privately held firms, employment has declined over the 2007–2013 period.
- Since 1997, the growth in the number and economic contributions of firms owned by women of color is nothing short of remarkable. Comprising just 17% of women-owned firms 16 years ago, firms owned by women of color now account for one in three women-owned firms in the U.S.
- Comparing trends in the number and revenue accomplishments of women-owned and all firms



by industries finds that women-owned firms are exceeding overall sector growth in eight of the 13 most populous industries, and in two of those industries (construction and transportation) women business owners are standing toe-to-toe with their competitors in terms of revenue accomplishments.

- The states with the fastest growth in the number, employment and revenues of women-owned firms are the District of Columbia, North Dakota, Nevada, Wyoming and Georgia. The fastest growing metropolitan areas for women-owned firms are San Antonio TX, Portland OR, Houston TX, Riverside CA, and Washington DC/MD/VA.

http://www.womenable.com/userfiles/downloads/2013_State_of_Women-Owned_Businesses_Report_FINAL.pdf



SWaMfest 9 - Another huge Success!

On October 16-17, 2013, VASCUPP, the Virginia Association State College and University Purchasing Professionals (VASCUPP) hosted SWaMfest 9, the Commonwealth's premier networking, educational and professional development event for small, women and minority-owned businesses and features engaging workshops and networking opportunities, enabling SWaM businesses to interact with representatives from VASCUPP institutions, prime contractors, corporations and other SWaM businesses. Last year's conference marked the ninth conference for VASCUPP. Since its launch in 2005, SWaMfest has grown and expanded to become one of the most anticipated events for business professionals each year, hosting over 400 representatives of SWaM firms, corporations, VASCUPP officials and members of other state agencies. This purpose of this conference is to provide:

- Opportunities for business development
- A forum for meaningful networking
- Information to help grow and sustain SWaM businesses

Workshop presenters for this event included leading small business experts, academics and community leaders. The first day of SWaMfest opened with an evening Vendor Affair and Expo, showcasing a record number of businesses, corporations and VASCUPP institutions, allowing SWaM businesses to interact and network. The second day of the conference opened with Lisa Hicks-Thomas, Secretary of Administration for the Office of Governor delivering greetings on behalf of the Governor's office and a brief address to the SWaM businesses in

attendance. Attendees were then allowed to attend the various business development workshops. The day wrapped up with an Awards Luncheon that honored various individuals and firms including the 2013 SWaM Dunk Award presented to Mark Cartwright for diligence in enhancing the mission and goals of the SWaM Program for VASCUPP and the Commonwealth of Virginia; 2013 SWaM Visionary Awards to Catherine Weaver and Shannon Wampler for their tireless efforts to enhance and uphold the mission of the SWaM Program for VASCUPP and the Commonwealth of Virginia; 2013 SWaM Corporate Partner Award presented to Gilbane Construc-

tion Company for outstanding efforts integrating and expanding the principles of supplier diversity and the SWaM Program. The luncheon keynote speaker was Alfred Edmond, Jr., Senior Vice-President/Multimedia Editor-at-Large of Black Enterprise Magazine.

Thanks again to all of the sponsors and participants for making this year's event one of the best yet. SWaMfest 10, marking the 10 anniversary of SWaMfest, will be held in Roanoke Virginia, October 22nd-23rd, 2014. For more information, go to www.swamfest.com or follow us on Twitter at @swamfest.



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Women in Business Leadership Lecture Series



One of the best investments for women in business to make is in one another. By offering mentorship, networking, and support to other women, more women can be brought into the business world, increasing opportunity and empowering each to achieve more than ever. The Virginia Tech Women in Business Leadership Lecture Series is designed to provide a platform for women and women interested in business and

entrepreneurship opportunities. This program will feature and present executive-level women business leaders who exemplify leadership and business acumen allowing them to share their stories and serve as a source of inspiration for women interested in careers in business or looking to learn techniques to expand and improve their professional skill sets. The objective of this series is to introduce, motivate, encourage and inspire women to consider careers in business and entrepreneurship and to become leaders that think beyond traditional boundaries, support one another, embrace change and view challenges as opportunities.

The first lecture will feature Joyce Roche', Author and retired CEO of Girls, Inc. Roche' has been a trailblazer in the corporate world for 25 years. She previously served as COO and President of Carson Products Company, now a part of L'Oreal and was the first female African-American vice-president of Avon Products, where she oversaw global marketing.

She currently sits on the Board of Directors of AT&T Inc., Macy's Inc., Tupperware Brands Corporation, Dr. Pepper Snapple Group Inc., and the Association of Governing Boards. She is the chair of the Board of Trustees for Dillard University and has previously served on the boards of Anheuser-Busch Companies, May Department Stores, Girls Inc., and The National Underground Railroad Freedom Center. She will discuss her new book, *The Empress has No Clothes: Conquering Self-Doubt to Embrace Success*, which discusses the impostor syndrome, a feeling of being a fraud and not deserving of one's success.

The lecture will be held on Wednesday, March 26th at 1:00 p.m. at the Inn at Virginia Tech. It is free and open to the public.

Virginia Tech celebrates and promotes women in business and leadership with a series of events sponsored by the Procurement Department – Supplier Diversity Program, Pamplin Business Leadership Center and the Office for Diversity and Inclusion. Co-sponsored through the Women in Leadership and Philanthropy Endowed Lecture Fund

STRATEGIES: Women Entrepreneurs need role models

Female entrepreneurs need to see other women who have followed their dreams and achieved success to believe that we, too, can succeed. If you're an entrepreneur looking for a terrific role model, then check out Kay Koplovitz.

Koplovitz was the founder of USA Network, the first woman president of a television network, and creator of what's now called Syfy. She went on to become chairwoman of Fifth & Pacific, the parent company of Kate Spade, Juicy Couture and other fashion brands. Koplovitz was a driving force behind Springboard Enterprises, the groundbreaking organization helping women entrepreneurs raise money for their new ventures.

When cable TV programming was rolling out across the USA, Ted Turner had the flair, the playboy personality. He captured media attention. At the same time, Koplovitz, too, was pioneering the industry, creating national sports programming and establishing the two-revenue-stream business model for cable — licensing fees and advertising. Like many entrepreneurs, Koplovitz got her inspiration from a combination of previous experience and her passions, including science fiction and baseball. Her success reflects a key ingredient of entrepreneurial success: You must believe in your own potential.

After college, she went to work at a local television station. "People thought I would be there my whole career," she said. "But I didn't want to be manager of a TV station. I wanted to be president of NBC." During the next few years, Koplovitz worked in television, satellite and cable sales. As she saw cable systems in small towns, she realized they needed programming to grow. In 1977, Koplovitz launched the Madison Square Garden Sports network, what was to become USA Network. "We had 125 events from the Garden. I set out

to acquire more," she said. "The idea was to have an event every night. Sporting events then were only on weekends and Monday night football. "As a kid, I was in love with the Milwaukee Braves and head over heels in love with Henry Aaron. ... I didn't like the Yankees at all," Koplovitz said. "But I knew the Yankees were big time. So I did a contract with (Yankees owner) George Steinbrenner. He accepted her offer. Koplovitz kept negotiating — with the NBA, the NHL, the U.S. Open tennis championship, the Masters Tournament golf, college sports. "Pretty quickly, we had over 500 events," she said.

She served as chairwoman and chief executive of USA Network until the company was sold in 1998 for \$4.5 billion. In 2007, Koplovitz joined the board of what was then Liz Claiborne Inc., now Fifth & Pacific. And just as important, Koplovitz turned her energy toward helping other women entrepreneurs. President Bill Clinton had appointed Koplovitz to head the National Women's Business Council, but she wanted to do more. "I saw all this VC (venture capital) money and said, 'Why aren't women getting any of this capital?' " In 2000, she helped found Springboard Enterprises to showcase women-led entrepreneurial ventures. Since its founding, Springboard has helped women entrepreneurs raise more than \$6 billion in venture capital, creating tens of thousands of jobs.

Koplovitz is exactly the kind of role model that female — and male — entrepreneurs need: innovative, energetic, confident, benevolent.

<http://www.usatoday.com/story/money/columnist/abrams/2013/09/20/small-business-women-role-models/2840875/>

Do you have *Entrepreneurial Spirit*?

By: Megan Kristel, CEO/Owner Kristel Closets, May 15, 2013

Originally posted in <https://exploreb2b.com/articles/do-you-have-entrepreneurial-spirit>



To work for yourself, or another, is a decision not to be taken lightly. How do you know which road is paved for you?

I was working out with my trainer, Jerome, last week when we got to talking about being entrepreneurs and how that's really a different kind of person. He said, "It's funny, entrepreneurs do not understand the corporate person, and we frustrate the heck out of them."

It's so true. Neither type is right or wrong, but we are perfect opposites. We don't speak the same language, and we follow completely different trains of thought. We need corporate companies; they do great work, support the economy, and create countless jobs. And we need entrepreneurs to innovate, create new business models, and drive the economy forward. Together, we balance the economic world.

It's important, however, to know which world you belong in and to follow the right path. Jerome said he knew he was going to do something different with his life when he launched a lemonade stand one summer and added a "delivery service." He loved every minute of it, so he took that spirit and drive and now owns one of the most successful personal training businesses in the Philadelphia area.

That got me thinking. When I was really little, instead of playing "house" I would play "store." I would pretend to run a flower shop, bakery or grocery store, and I loved pretending to interact with customers. In elementary school, I wrote a newspaper for the street I grew up on, "published" it, and then charged my neighbors to read it. In 7th grade I realized my school didn't have a cheerleading squad, so I got permission from the principle to start one, talked a teacher into being our coach, and found someone to donate uniforms. In eighth grade, after watching Murphy Brown one night,

I decided our school needed a radio show (yes, I know, I was a pretty strange kid). I once again talked our principle into giving me 15 minutes every morning to host my own show over the PA system and roped my friends into being my "team." I did stuff like that all the time, from grade school right up through college. While the adults in my life were often left bewildered, what I was doing seemed perfectly normal to me. I just did what I thought should be done; I had no concept of can't or shouldn't. What I know now is that was the start of being an entrepreneur.

Growing up, I didn't know about entrepreneurship. I never said I wanted to have my own business. I went down a very specific job path: I did well in college, landed a few great jobs, was "tracked" to move through the organization quickly. Throughout my life, however, I always felt like a bit of an outsider. I always had a feeling that success in life for me wasn't going to be, for lack of a better word, traditional. And when I hit the corporate world, a little voice in my head kept saying, "this isn't for you."

Having an entrepreneurial spirit, no matter what you are currently doing, is all you need to get started on your own successful path in business. You simply need to recognize it in yourself and then go for it. It's no easy. In fact, it's harder than you think, but I guarantee that motivated, excited, energetic spirit will be there to push you through to success.

Action Steps:

1. Think back to your own childhood. So many of my colleagues have similar stories of off-the-wall things they did when they were younger that seemed perfectly normal to them. Remember your own crazy things and write them down. We were all brave when we were young, before life had a chance to mess with that, and that bold spirit is who you really are.
2. Take a page from the life coaches out there and try this common exercise. Email the people who know you best and ask them your top 3 strengths and 3 weaknesses. You'll be surprised and humbled by the feedback, but it will give you a better sense of self and direction.
3. Write down what you are afraid of and why you haven't started. Take a look at the list and see if they are things you can live with.

27 Supplier Diversity Acronyms You Should Know



Can you decipher the alphabet soup of Supplier Diversity terminology? If not, keep reading. We'll walk you through common supplier diversity acronyms like SMBE, HUB, SBA and RFP.

- ABA—Asian Business Association
- BBA—Black Business Association
- DBE—Disadvantaged Business Enterprise
- DVBE —Disabled Veteran Business Enterprise
- HUB—Historically Under-utilized Businesses
- LBA—Latin Business Association
- MBDA—Minority Business Development Agency
- MBDC—Minority Business Development Center
- MBE—Minority Business Enterprise
- NAWBO—National Association of Women Business Owners
- NMBC—National Minority Business Council
- NMSDC — National Minority Supplier Development Council
- NWBC—National Women's Business Council
- OSD — Office of Supplier Diversity
- OSDBU — Office of Small and Disadvantaged Business Utilization
- RFP — Request For Proposals
- SBA — Small Business Administration
- SBD — Small Disadvantaged Business
- SBDC—Small Business Development Center
- SDB — Small Disadvantaged Business
- SDV — Service Disabled Veteran
- SMBE —Small Minority Business Enterprise
- VOSB — Veteran Owned Small Business
- WBE — Women's Business Enterprise
- WBENC — Women's Business Enterprise National Council
- WBOC — Women's Business Ownership Corporation
- WOSB — Women-Owned Small Business

Virginia Tech SWaM Supplier wins national recognition



Guy Brown, a Hispanic-owned Native American-owned office products distributor of office products based in Brentwood, Tennessee, as the 2013 National Supplier of the Year for Class IV or firms with annual revenues greater than \$50 million by the National Minority Supplier Development Council (NMSDC). The award was presented at a black-tie awards ceremony on Wednesday, October 30. The awards ceremony capped a four-day conference and business opportunity fair attended by nearly 6,000 corporate executives, supplier diversity professionals, government agency representatives and minority business owners from around the world.

Guy Brown was selected from among a total 21 nominees for Class IV regional supplier of the year. The 2013 Regional Suppliers of the Year include Pride Technologies, LLC of New York, New York; Rose International, Inc. of Chesterfield, Missouri; and World Wide Technology,

Inc. of Maryland Heights, Missouri. The firm has 88 employees and recorded made more than \$256 million in sales in the 2012 – a \$45 million increase over 2011 sales figures. AT&T, Boeing, FedEx, Kaiser Permanente and Purdue University are among the company's top clients.

“Under the strong leadership of President and Chief Executive Officer Tera Vazquez, Guy Brown has experienced tremendous growth,” said NMSDC President Joset Wright-Lacy. “Her work in the Tennessee business community is just as impressive. During her three-year tenure as president of the Tennessee Latin American Chamber of Commerce, membership grew more than 250 percent, sponsorship grew more than 400 percent and income increased more than 200 percent. She was also instrumental in the strategic growth of the Chamber's board.”

The Supplier of the Year award features 16 regional winners. They are divided into four classes based on annual sales, and nominated by their corporate customers. NMSDC-certified Asian, Black, Hispanic and Native American businesses are evaluated on the basis of business growth, development and performance, community service and the ability to overcome challenges brought on by the company owner's heritage or background. A total of 92 MBEs were nominated for the award in 2013.

ABOUT NMSDC

The National Minority Supplier Development Council, Inc. is the global leader in advancing business opportunities for certified Asian, Black, Hispanic and Native American business enterprises and connecting them to corporate members. One of the country's leading corporate membership organizations, NMSDC was chartered in 1972 to provide increased procurement and business opportunities for minority businesses of all sizes.

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