



DEPARTMENT OF MANAGEMENT SERVICES

# Office *of* Supplier Diversity

Annual Report 2007-2008

Governor Charlie Crist - State of Florida

# What people are saying

"Red Enterprises appreciates the efforts of the Office of Supplier Diversity. They keep us informed and have been very supportive of our business."

— Nan Edwards, Red Enterprises, LLC

"Our strategic partnership with the Office of Supplier Diversity has proven to be most successful to TOIS and Florida's small and minority business community....with three agreements with vendors for financial assistance."

— William M. 'Bill' Thompson, Vice Chairman, Trans Ocean Investment Services, LC

"The opportunities created by the Florida Office of Supplier Diversity annual MatchMaker event and other supplemental matchmaking events throughout the state have been priceless for this company. We are tremendously honored and humbled to be the recipient of the 2008 Minority Business of the Year award. We do not take this recognition for granted; if anything it has raised the bar."

—Gloria Pugh, CEO, A.M.W.A.T. Moving & Warehousing

"CommerNet, Inc. almost closed after the dot-com burst. But thanks to OSD, what was once very frustrating is now coming into focus. Currently, we are providing development services to two state agencies."

— Zhonggang Li, CommerNet, Inc



L-R: Secretary Linda South, Gloria Pugh, Torey Alston

## 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 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:

The Office of Supplier Diversity in the Department of Management Services is the state's advocate for minority business enterprises in Florida. We connect vendors with state spenders, which resulted in nearly \$3 billion in overall spending with minority- and women-owned businesses by state agencies, universities and community colleges in fiscal year 2007-08.

Our outreach continued this past year as we welcomed service-disabled veteran business owners to the categories eligible for state certification. The Service-Disabled Veteran Business Enterprise Opportunity Act took effect November 11, 2008, and while this year's annual report does not capture spending with those businesses, our certification and advocacy is off to a strong start. To date we have nearly 35 certified service-disabled veteran-owned businesses.

Our progress on behalf of minority-, women- and service-disabled veteran-owned businesses continues. This year we increased our efficiencies through technology and improved processes. We are working to streamline the certification process at all levels and continue to partner with other resources to capitalize on our collective strengths and better serve Florida's entrepreneurs.

We work daily to assure that those wishing to do business in Florida, find a state government that is customer-friendly and service-oriented toward commerce and industry. Together we strengthen Florida's economic infrastructure.

Sincerely,

Linda H. South



## From the Executive Director

To the Citizens of Florida and State Leaders:

Fiscal year 2007-08 was another historic year for minority business enterprises in our great state. This year's Office of Supplier Diversity annual report documents that diversity in business opportunities in Florida is strong and getting stronger.

New this year, we report spending by community colleges, in addition to state agencies and universities, with minority business enterprises. Next year's report will also reflect spending with our certified service-disabled veteran-owned businesses.

The Office of Supplier Diversity continues to serve as the state's official "matchmaker" for strategic business alliances. We conduct outreach activities and provide technical assistance and support to state agencies, universities and the private sector. We certified 4,118 businesses—an increase of nearly 400 from the previous year.

Through assertive leadership and a genuine commitment to outreach and matchmaking, minority-owned businesses (certified and non-certified) benefit from our activities and achievements. Our service promotes equity in contracting for minority-, service-disabled veteran- and women-owned business enterprises in Florida.

Sincerely,

A stylized, handwritten signature in dark ink, appearing to read 'Torey L. Alston'.

Torey L. 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 current paper intensive certification to increase efficiency and productivity while providing better support and service to customers.

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

Computerize all diversity issue-related documents received from agencies.

## 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.

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

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

## Accountability

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

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

Regular communication with the Small and Minority Business Advisory Council on minority enterprise purchasing issues.

## 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.

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.

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



Governor Charlie Crist  
MatchMaker 2008

# OSD Programs and Services

## Certification

During 2007-08, the Office of Supplier Diversity certified 4,118 minority business enterprises statewide.

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

- engaged in commercial transactions;
- operate a business in Florida;
- 51 percent owned, managed and controlled by: African-American, Hispanic-American, Asian-American, Native American, American Woman or service-disabled veteran who are permanent residents of Florida and are citizens of the United States;
- 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 2008 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 and seminars, corporate roundtables and 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	\$40,114,832	\$243,951,115	\$1,124,907,934	\$1,408,973,881
Agency for Persons with Disabilities	\$2,130,099	\$4,848,016	\$2,349,172	\$9,327,287
Agency for Workforce Innovation	\$6,602,106	\$1,197,831	\$4,441,940	\$12,241,877
Community Colleges	\$45,586,904	\$0	\$0	\$45,586,904
Department of Agriculture and Consumer Services	\$6,459,322	\$4,364,955	\$729,886	\$11,554,163
Department of Business and Professional Regulation	\$3,863,712	\$555,714	\$378	\$4,419,804
Department of Children and Families	\$11,553,015	\$15,969,112	\$75,168,078	\$102,690,205
Department of Citrus	\$267,822	\$675,645	\$0	\$943,467
Department of Community Affairs	\$3,586,675	\$744,045	\$4,522,467	\$8,853,187
Department of Corrections	\$42,431,906	\$10,641,064	\$2,251,119	\$55,324,089
Department of Education	\$7,157,582	\$8,142,656	\$156,302,029	\$171,602,267
Department of Elder Affairs	\$593,886	\$546,766	\$51,084,368	\$52,225,020
Department of Environmental Protection	\$152,271,416	\$20,192,122	\$14,122	\$172,477,660
Department of Financial Services	\$9,188,469	\$2,223,646	\$199,047	\$11,611,162
Department of Health	\$59,737,555	\$26,710,804	\$58,229,731	\$144,678,090
Department of Highway Safety and Motor Vehicles	\$4,356,248	\$5,764,539	\$121,648	\$10,242,435
Department of Juvenile Justice	\$17,037,346	\$4,832,235	\$35,045,947	\$56,915,528
Department of Law Enforcement	\$4,159,016	\$1,554,894	\$450,506	\$6,164,416
Department of Legal Affairs	\$530,324	\$510,025	\$2,949,542	\$3,989,891
Department of Management Services	\$22,671,637	\$1,913,286	\$10,546	\$24,595,469
Department of Military Affairs	\$4,345,120	\$582,284	\$137,272	\$5,064,676
Department of Revenue	\$5,184,055	\$1,958,761	\$45,313	\$7,188,129
Department of State	\$678,769	\$1,189,363	\$410,133	\$2,278,265
Department of Transportation	\$225,316,739	\$211,519,872	\$2,029,650	\$438,866,261
Department of Veterans' Affairs	\$1,165,989	\$1,365,709	\$275	\$2,531,973
Division of Administrative Hearing	\$86,550	\$88,712	\$483	\$175,745
Executive Office of the Governor	\$4,322,742	\$121,743	\$325,000	\$4,769,485
Fish and Wildlife Conservation Commission	\$18,879,812	\$2,053,379	\$40,915	\$20,974,106
Florida A & M University	\$6,359,715	\$0	\$0	\$6,359,715
Florida Atlantic University	\$4,864,754	\$2,408,878	\$0	\$7,273,632
Florida Gulf Coast University	\$362,696	\$2,345,367	\$0	\$2,708,063
Florida International University	\$5,284,500	\$11,930,895	\$0	\$17,215,395
Florida Lottery	\$18,885,093	\$500,619	\$59,850	\$19,445,562
Florida Parole Commission	\$36,489	\$31,830	\$198	\$68,517
Florida School For the Deaf and the Blind	\$2,333,369	\$190,891	\$1,140	\$2,525,400
Florida State University	\$20,502,168	\$12,799,999	\$66,983	\$33,369,150
Justice Administrative Commission	\$2,260,059	\$0	\$403,536	\$2,663,595
Legislature	\$575,241	\$2,458,801	\$1,293	\$3,035,335
New College of Florida	\$292,286	\$68,247	\$0	\$360,533
Public Service Commission	\$55,129	\$317,392	\$0	\$372,521
State Board of Administration	\$436,999	\$3,986,948	\$0	\$4,423,947
State Courts System	\$1,568,321	\$3,226,834	\$35,671	\$4,830,826
University of Central Florida	\$7,465,113	\$381,275	\$0	\$7,846,388
University of Florida	\$16,347,107	\$3,285,668	\$0	\$19,632,775
University of North Florida	\$4,718,667	\$2,047,437	\$0	\$6,766,104
University of South Florida	\$14,675,069	\$7,522,673	\$188,411	\$22,386,153
University of West Florida	\$483,690	\$510,601	\$0	\$994,291
<b>Total</b>	<b>\$807,786,113</b>	<b>\$628,232,648</b>	<b>\$1,522,524,583</b>	<b>\$2,958,543,344</b>



# Fiscal Year 2007/2008

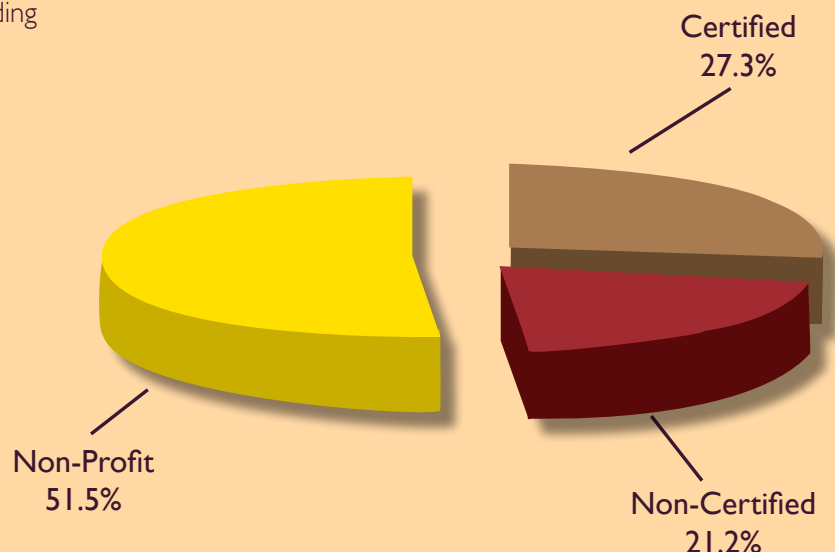
## Florida Community College System Certified Minority Business Expenditures Report

We connect vendors  
with spenders.

College	Expenditures
BREVARD	\$5,138,048
BROWARD	\$3,009,833
CENTRAL FLORIDA	\$168,622
CHIPOLA	\$100,257
DAYTONA BEACH	\$532,732
EDISON	\$196,857
FCCJ	\$1,967,434
FLORIDA KEYS	\$22,424
GULF COAST	\$712,181
HILLSBOROUGH	\$826,468
INDIAN RIVER	\$132,171
LAKE CITY	\$53,668
LAKE SUMTER	\$23,994
MANATEE	\$21,677
MIAMI DADE	\$24,217,001
OKALOOSA WALTON	\$124,369
PALM BEACH	\$1,205,879
PASCO HERNANDO	\$89,224
PENSACOLA	\$127,120
POLK	\$426,199
ST. JOHNS	\$57,599
ST. PETERSBURG	\$281,591
SANTA FE	\$1,554,091
SEMINOLE	\$388,390
SOUTH FLORIDA	\$165,126
TALLAHASSEE	\$889,586
VALENCIA	\$3,154,363
<b>TOTAL</b>	<b>\$45,586,904</b>

### Total Minority Spending

In 2007-08, total state government minority spending surpassed \$2.95 billion with 51.5 percent paid to minority non-profit organizations, 21.2 percent to non-certified minority/women owned businesses and 27.3 percent to certified minority/women businesses.

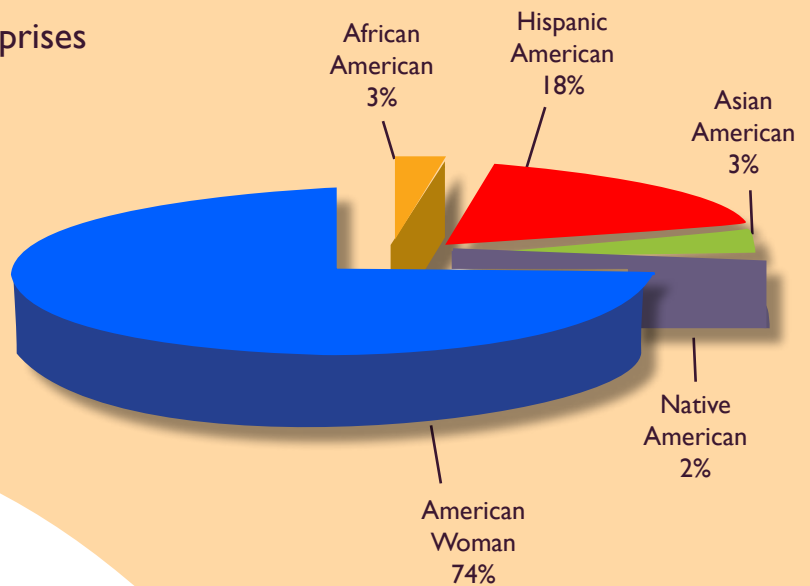




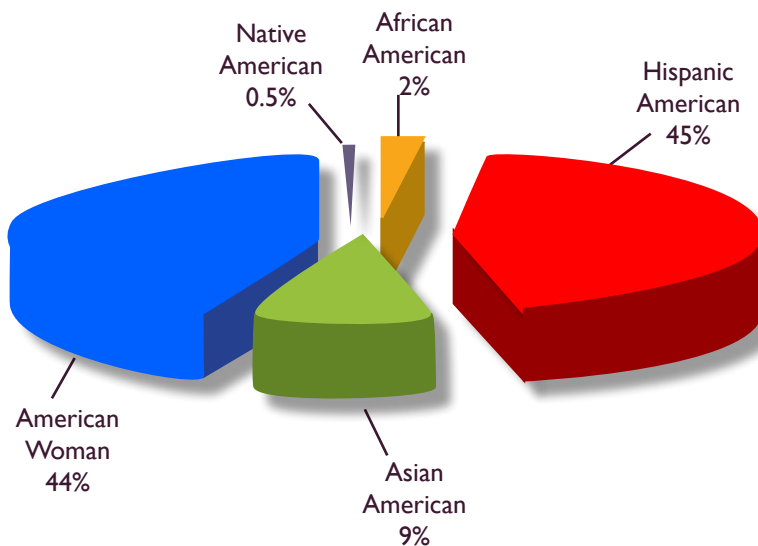
# Construction Spending

## Construction Spending Certified Minority/Women Business Enterprises

In 2007-08, \$339.5 million in construction-related purchases were made through certified minority and women businesses. Of these businesses: 74 percent American Woman-, 18 percent Hispanic American-, 3 percent African American-, 3 percent Asian American- and 2 percent Native American-owned businesses.



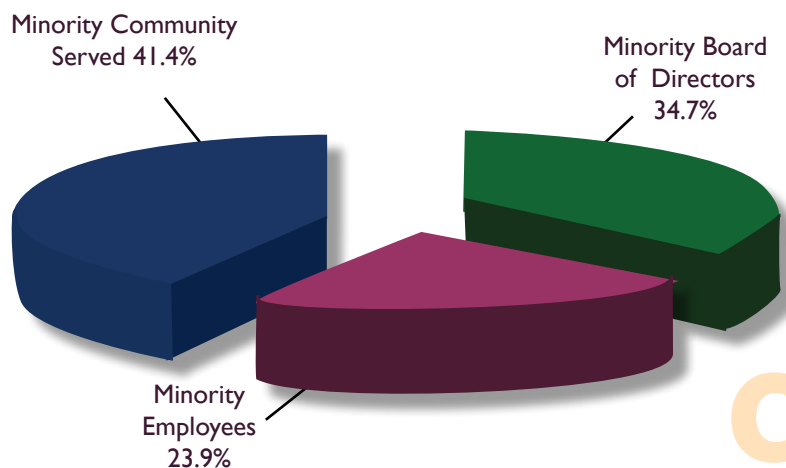
## Construction Spending Non-Certified Minority/Women Business Enterprises



In 2007-08, \$206 million in construction related purchases were made through non-certified minority/women businesses. Of these businesses: 44 percent American Woman-, 45 percent Hispanic American-, 2 percent African American-, 9 percent Asian American- and 0.5 percent Native American-owned businesses.

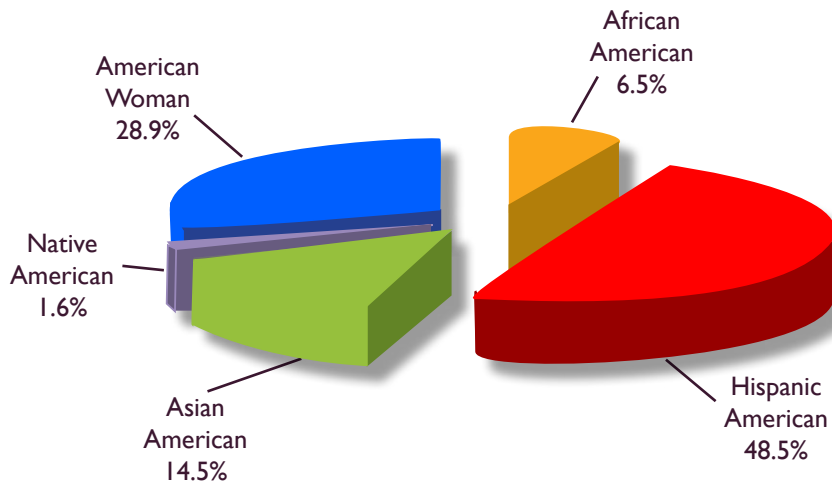
## Construction Spending Non-Profit Organizations

In 2007-08, \$1.9 million in construction-related purchases were made through minority non-profit organizations. Of these organizations: 41.4 percent serve minority communities, 34.7 percent have a minority board of directors and 23.9 percent employ a majority of minority employees.



## Architectural and Engineering Spending

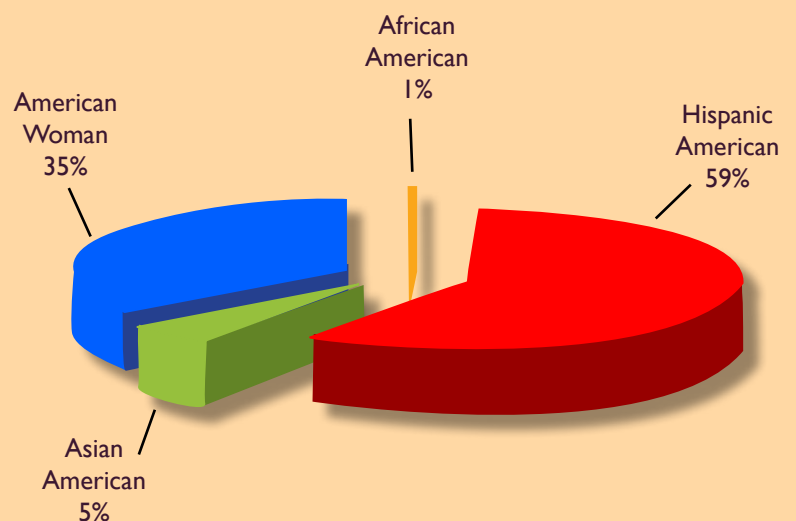
### Architectural and Engineering Spending Certified Minority Business Enterprises



In 2007-08, state government spent \$127 million in architectural and engineering services with certified minority/women businesses. Of the total: 48.5 percent Hispanic American-, 28.9 percent American Woman-, 14.5 percent Asian American-, 6.5 percent African American- and 1.6 percent Native American-owned businesses.

### Architectural and Engineering Spending Non-Certified Minority Business Enterprises

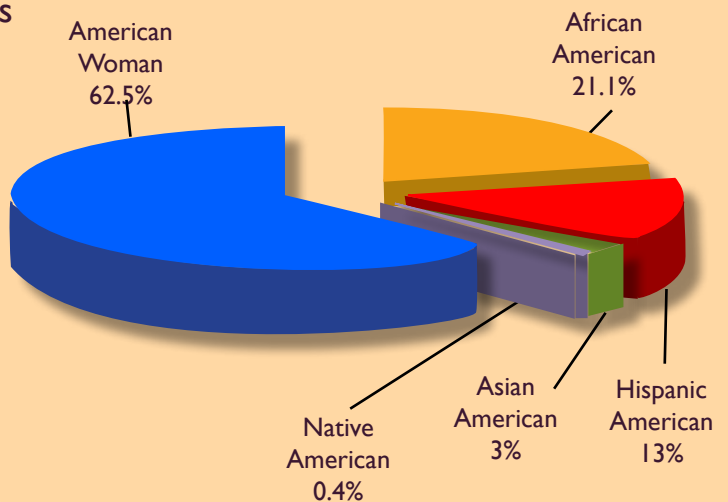
In 2007-08, state government spent \$31.5 million in architectural and engineering services with non-certified minority/women businesses. Of the total: 59 percent Hispanic American-, 35 percent American Woman-, 5 percent Asian American- and 1 percent African American-owned businesses.



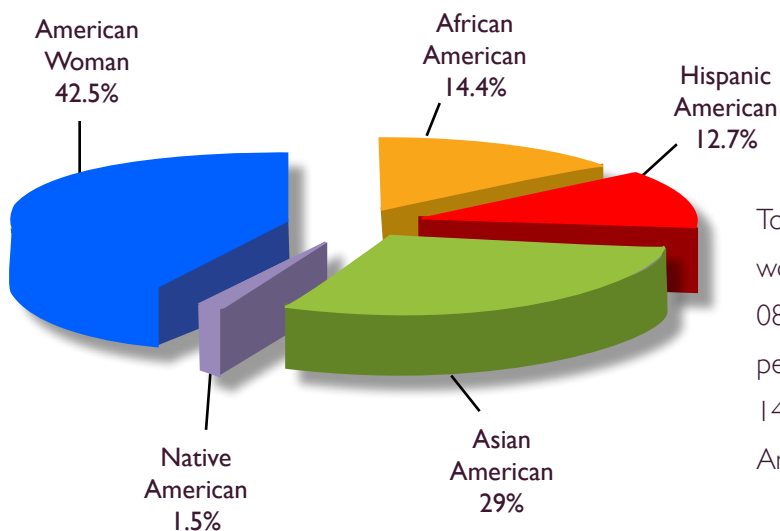
# Commodities Spending

## Commodities Spending Certified Minority/Women Business Enterprises

Total commodities spending with certified minority/women business enterprises was \$136.2 million in 2007-08. American Woman-owned businesses made up 62.5 percent, African American 21.1 percent, Hispanic American 13 percent, Asian American 3 percent and Native American 0.4 percent.



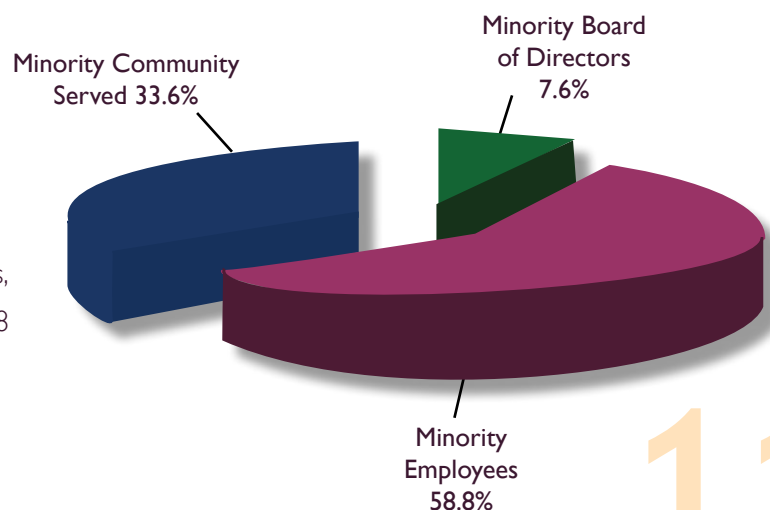
## Commodities Spending Non-Certified Minority/Women Business Enterprises



Total commodities spending with non-certified minority/women business enterprises was \$63.6 million in 2007-08. American Woman-owned businesses made up 42.5 percent, Asian American 29 percent, African American 14.4 percent, Hispanic American 12.7 percent and Native American 1.5 percent.

## Commodities Spending Non-Profit Organizations

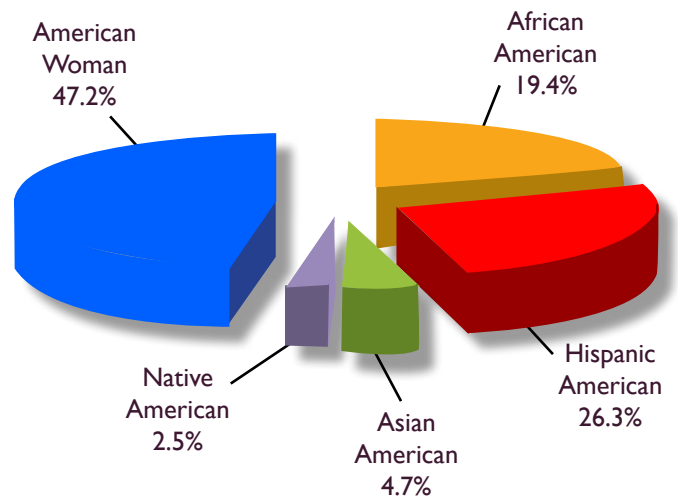
Total commodities spending with minority non-profit organizations was \$297.6 million in 2007-08. Of these organizations: 33.6 percent serve minority communities, 7.6 percent have a minority board of directors and 58.8 percent employ a majority of minority employees.



## Contractual Services

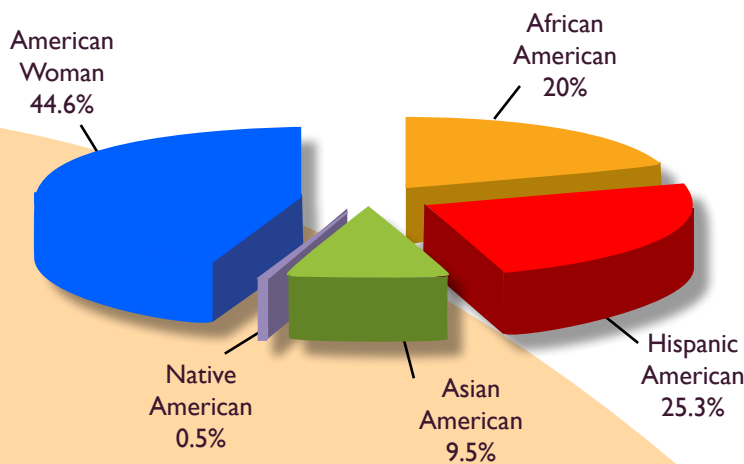
### Contractual Services Spending Certified Minority/Women Business Enterprises

State government purchased \$204.9 million in contractual services through certified minority/women businesses in 2007-08. Of the total: 47.2 percent American Woman-, 19.4 percent African American-, 26.3 percent Hispanic American-, 4.7 percent Asian American- and 2.5 percent Native American-owned businesses.



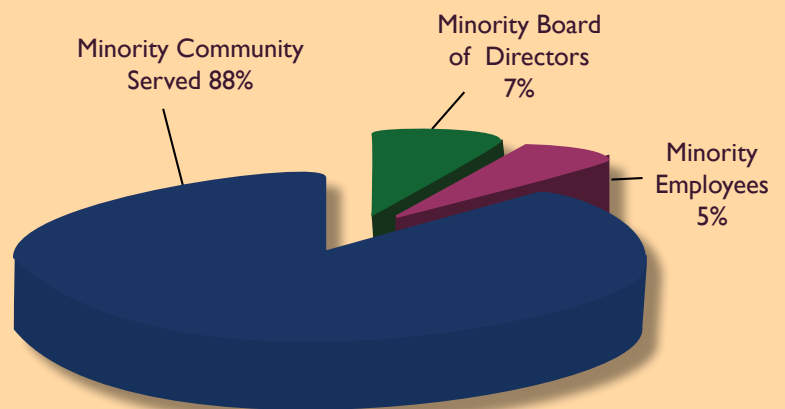
### Contractual Services Spending Non-Certified Minority/Women Business Enterprises

State government purchased \$326.9 million in contractual services through non-certified minority/women businesses in 2007-08. Of the total: 44.6 percent American Woman-, 20 percent African American-, 25.3 percent Hispanic American-, 9.5 percent Asian American- and 0.5 percent Native American-owned businesses.

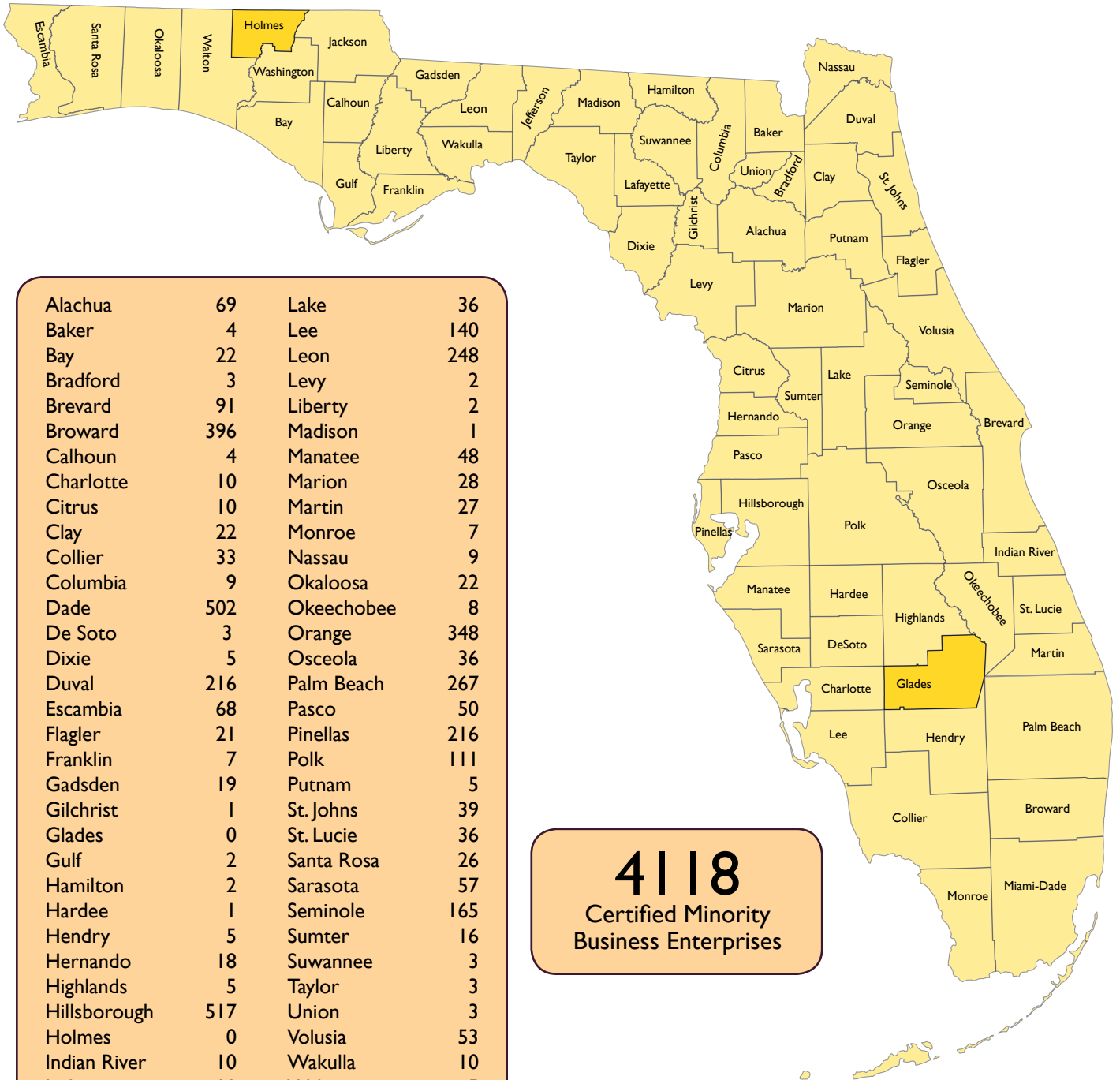


### Contractual Services Spending Non-Profit Organizations

State government purchased \$1.2 billion in contractual services through minority non-profit organizations in 2007-08. Of these organizations: 88 percent serve minority communities, 7 percent have minority board of directors and 5 percent employ a majority of minority employees.



# Certified Minority Business Enterprises By County



Alachua	69	Lake	36
Baker	4	Lee	140
Bay	22	Leon	248
Bradford	3	Levy	2
Brevard	91	Liberty	2
Broward	396	Madison	1
Calhoun	4	Manatee	48
Charlotte	10	Marion	28
Citrus	10	Martin	27
Clay	22	Monroe	7
Collier	33	Nassau	9
Columbia	9	Okaloosa	22
Dade	502	Okeechobee	8
De Soto	3	Orange	348
Dixie	5	Osceola	36
Duval	216	Palm Beach	267
Escambia	68	Pasco	50
Flagler	21	Pinellas	216
Franklin	7	Polk	111
Gadsden	19	Putnam	5
Gilchrist	1	St. Johns	39
Glades	0	St. Lucie	36
Gulf	2	Santa Rosa	26
Hamilton	2	Sarasota	57
Hardee	1	Seminole	165
Hendry	5	Sumter	16
Hernando	18	Suwannee	3
Highlands	5	Taylor	3
Hillsborough	517	Union	3
Holmes	0	Volusia	53
Indian River	10	Wakulla	10
Jackson	11	Walton	5
Jefferson	3	Washington	3
Lafayette	1		

**4118**  
Certified Minority  
Business Enterprises

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

# 2007-2008 Accomplishments

1. Furthered the OSD 2010 Plan, a strategic roadmap expanding business and economic opportunities for minority- and women-owned business enterprises through outreach, automation and increased accountability.
2. Supported statewide minority-owned print and radio media to increase awareness of opportunities and events in local communities. Advertised in the Westside Gazette, Capital City Black Pages, and El Nuevo, to name a few.
3. Increased the number of certified business enterprises to 4,118, from 3,733 the previous year. Our enhanced and targeted outreach efforts assisted in this boost in state certification.
4. Released both an online automated recertification process and a new online directory highlighting certified business enterprises.
5. Increased communication with stakeholders including the Florida Legislative Black, Hispanic and Women's Caucuses, several business support groups and the Florida Advisory Council on Small and Minority Business Development. In February, we launched the *OSD Link*, a monthly e-newsletter that reaches all certified business enterprises.
6. Executed the largest annual MatchMaker to date, where Governor Crist addressed more than 1,500 minority-, women- and service-disabled veteran-owned business enterprises. Held several regional MatchMaker workshops around the state and teamed with the Florida Public Service Commission to create the first-ever Big Bend MatchMaker focusing on opportunities in the telecommunications, utilities and gas-related industries.
7. Formed Strategic Partnership Agreements with the Procurement Technical Assistance Center Program of the Florida Small Business Development Center Network at the University of West Florida and the University of Florida Division of Small Business and Vendor Diversity Relations to increase resources for our customers.
8. Revamped the Mentor-Protégé Program to enhance business relationships and potential opportunities between private corporations and minority-, women- and service-disabled veteran-owned business enterprises, linking several private corporations to certified minority businesses.
  - Deloitte Consulting, LLP, and ISOCORP Inc.
  - Office Depot and Magnetic Imaging Supplies, Inc.
  - GTECH Corporation and Flamingo Graphics
  - Turner Construction Company and HZ Construction



NAACP President Adora Obi Nweze and Governor Charlie Crist, MatchMaker 2008



Ribbon Cutting  
MatchMaker 2008 Trade Show



MatchMaker 2008 Workshop





MatchMaker 2008 One-on-One Session



MatchMaker 2008 Workshop

## 2007-2008 Outreach and MatchMaking Activities

- Florida Minority Supplier Development Council 24<sup>th</sup> Annual Conference & Trade Fair - Orlando
- MatchMaker 2007 Conference & Trade Show - Orlando
- Florida Conference of Black State Legislators - Jacksonville
- NE Florida Regional MatchMaker - Jacksonville
- Procurement & Contracting Expo - Jacksonville
- SW Florida Regional MatchMaker - Fort Myers
- Florida Regional Minority Business Council 23<sup>rd</sup> Annual Business Expo - Fort Lauderdale
- 22<sup>nd</sup> Annual Government Small Business Conference - Tampa
- NW Florida Regional MatchMaker - Pensacola
- UF Small Business Conference - Gainesville
- Big Bend MatchMaker - Tallahassee



## Administrative Team

Torey Alston – Executive Director

Thaddeus Fortune – Labor and Employment Training Supervisor

Carla Pierre – Operations & Management Consultant Manager

## Certification and Compliance Teams

Sherry Fagg – Operations & Management Consultant I

Patricia Hall – Operations & Management Consultant I

Bridget Lee – Senior Management Analyst I

Janice Reed - Staff Assistant

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](http://www.osd.dms.state.fl.us)

E-mail address:

[osdhelp@dms.state.fl.us](mailto:osdhelp@dms.state.fl.us)

