

# Diversity Express

Governor's Office of Diversity Business Enterprises

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The 2016 Diversity Business Marketplace is only 6 weeks away! Go-DBE and its Partners- The University of Tennessee, Tennessee Valley Authority, State of Tennessee's Department of Economic and Community Development, Tennessee Education Lottery Corporation, and Knoxville Chamber of Commerce, have been working diligently to make this event bigger and better.

There will be on-the-spot procurement awards, educational classes on how to work with the State of Tennessee and University of Tennessee, drawings for giveaways, guest speakers, and appearances from elected officials.

Don't delay, reserve your seat today! Click here to complete the registration form: <https://utconferences.outreach.utk.edu/ei/getdemo.ei?>





## Diversity News—Successful Growth in Diversity Businesses



We all want to be successful. However, the word success can be ambiguous. Regardless of how success is defined, it will almost always include the word growth which means to increase, develop, evolve, and advance. There are many factors used to measure successful business growth: sales and revenue, talent, competition, and industry standards. The goal for most “for-profit” businesses is to capitalize on as much capital as possible while keeping debt at a minimum. So, how can a business grow successfully? According to the Inc.com article *How to Develop a Business Growth Strategy*, that references Keith McFarland’s book “The Breakthrough Company”, there are five Intensive Growth Strategies to consider. #1 Market Penetration- “find new ways for your customers to use your product.” #2 Market Development- “devise a way to sell more of your current product to an adjacent market (i.e., offering

your product or service to customers in another city or state).” #3 Alternative Channels- “pursuing customers in a different way such as selling your products on-line.” #4 Product Development- “develop new products to sell to your existing customers.”



#5 New Products for New Customers- introduce new products that will appeal to new clientele and meet your current client’s needs.

It’s no secret that diversity businesses continue to face obstacles in today’s job market, but what will it take for diversity businesses to sustain themselves and prosper? Dr. Melvin J. Gravely, author of *The Capacity to Succeed*, answered it best when he said, “*The Capacity to Succeed* is about a business’s capacity- defining it, build-

ing it, supporting it, and being rewarded because of it.” He goes on to state that being “fully capable” to compete in today’s competitive marketplace is more than the ability to effectively execute on contracts, but it encompasses the ability to “obtain new customers, perform effectively, and make industry-standard profits.” In other words, the business environment will put more emphasis on the capabilities of [diversity] business and less on their [diversity] status.”

While being a certified diversity business by organizations like Go-DBE has many benefits, the certification will not speak to the quality of work your business can provide, and in most cases will not guarantee the award of contracts. Certification from Go-DBE does, however ensure that you will have the same opportunities afforded your company as non-diversity businesses and provide platforms like the upcoming Diversity Business Marketplace to increase your networks, develop experience, evolve your environment, and ultimately assist in the successful growth of your business.

Right click on the report covers to access the following Go-DBE documents.



## Diversity News—Edison Upgrades that may Effect Your Account

The Edison procurement system will go through a major upgrade in the near future. Edison currently has two sets of accounts: vendors– businesses who have directly worked and been paid by the State; and bidders – businesses who have never worked and been paid directly by the state (this includes subcontractors). All bidder accounts will be effected by the upgrade and will be required to re-register for a new Edison ID number if the following information is not submitted by April 18, 2016.



Bidders wanting to avoid the re-registration process are encouraged to download, complete, and submit an ACH form, W-9, and a voided company check to [vendormaint@tn.gov](mailto:vendormaint@tn.gov). (Forms attached to the email and located under Events and Publications on Go-DBE website. For your protection, we recommend that all documents be scanned into one (1) PDF document. When emailing your information to Vendor Maintenance include the name of your business, its FEIN #, and your request that your Edison account be upgraded from bidder to vendor status in the body of your email. Failure to properly complete and submit all of the required information will require that your company re-register in the Edison system for a new ID before being allowed to submit a bid or proposal for any the State's procurement opportunities.

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## Highlighting Diversity Businesses

Has your business recently been recognized, nominated, or awarded by a group or organization? Has it broken down barriers in its industry that have positively impacted the community? If so, Go-DBE would like to highlight your business's accomplishments in an upcoming issue. Businesses interested in being highlighted in a future issue must complete the [Highlight Form](#) and submit to [Go-DBE@tn.gov](mailto:Go-DBE@tn.gov) within 30 days of the next quarterly issue.



**Nomination criteria:** The business must be actively certified by the Go-DBE office and in good standing with the State of Tennessee.

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Deborah Levine, Editor-in-Chief, of the online American Diversity Report, has helped diversity professionals and leaders magnify their voice and educate others on cultural differences by offering workshops and coaching sessions to government agencies, colleges/ universities, professional associations, and corporations for the last ten years. The American Diversity Report is an online cross-cultural website dedicated to articles, books, and training materials that bring awareness and educate its readers of the challenges faced in diverse communities while providing tools and solutions that address issues. With its "Harmonizing" philosophy, ADR's global-local online presence is used by diversity and HR professionals and by diverse readers in 40 countries and throughout the United States.



**American  
Diversity  
REPORT**

The American Diversity Report has received numerous awards and recognition over the last decade, some of which are: National Press Association Award for its book, *Teaching Curious Christians about Judaism*; Its book, *Going Southern*, was featured on CSPAN – BOOKTV in 2014; Recipient of the Tennessee Economic Task Force on Women's Excellence Award in 2007; and The Champion of Diversity Award from diversitybusiness.com in 2013.

**"In 2016, the American Diversity Report will celebrate its tenth anniversary as a pioneer in cultural diversity. A social network that began shortly after Twitter became popular, the ADR exemplifies not only the cutting edge in diversity content, but also in its delivery. By designing resources for both professionals and youth, we teach strategies of cross-cultural expertise to multiple generations. The ADR model is helping to shape the workplace of the future." ~Deborah Levine**

For more information on the American Diversity Report, visit <http://americandiversityreport.com/>.



Carol Wilson is the owner of CEW Advertising, a full service advertising specialty company, whose main motivation for starting a business in 1987 was to have flexible work hours so she could be present in raising her daughter. Over the years, Carol has seen many changes in the promotional product industry, but is glad to see that the use of promotional products as advertising and marketing tools remain relevant, effective, and are inexpensive ways to promote business in today's marketplace.

CEW is a certified WBE with the Go-DBE office and has worked with and/ or been recognized by the Knoxville Chamber of Commerce, Ronald McDonald House, Brushy Mountain State Prison, Meals on Wheels, University of Tennessee, and PPAI Promotional Products Association.

**"I would like to encourage everyone who is considering starting a business to take that dream and make it a reality. We all have God given talents and he expects us to use them and not be idle. It is the small business that makes life better and a little sweeter. I think when you call a business in today's time and actually get to speak with someone who not only cares about what your needs are, but truly wants to help and work with you is a real plus. Large companies have their place too but nothing compares to working with a small business, the client is much more appreciated in every way." ~ Carol Wilson**

For more information on CEW Advertising, visit [www.cewadvertising.com](http://www.cewadvertising.com).

