

OSD Link



Connecting Minority Vendors with Government Spenders

Striving for OSD 2010: A New Voice & A New Vision



I am pleased to extend greetings to all minority- and women-owned business enterprises in the State of Florida. We recognize the value of small minority businesses in the state and we want you to stay informed. The Office of Supplier Diversity is proud to release the *OSD Link*, a new tool to keep you connected with important initiatives and events.

The state of diversity in Florida is strong. We are a model for other states as they recognize that minority business owners have a positive impact on economic development. As we strive for new heights, we encourage you to share any thoughts or suggestions on how we can be a better resource.

Thank you for your continued support as we advance our cooperative good work.

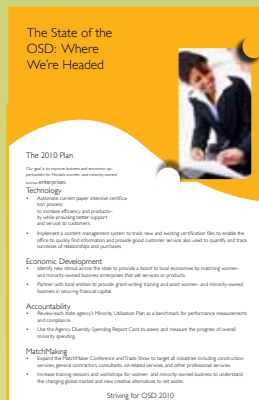
Torey L. Alston
Director

NEWS FLASH



Annual Report

On January 28, 2008, we released our 2006-2007 Annual Report, to the governor and cabinet. According to the report, state government spent \$1.1 billion with certified women- and minority-owned business enterprises, a 45 percent increase over the previous year. Click on icon to download a copy of the Annual Report.



OSD 2010 Plan

The OSD 2010 Plan is our strategic plan to expand business and economic opportunities for Florida's women- and minority-owned business enterprises through outreach activities, automation of services and increased accountability. Click on icon to download a copy of the plan.

Promote your event in the next issue of *OSD Link*

OSD Link is distributed to more than 3,000 certified minority- and women-business enterprises. If you want your event published in *OSD Link*, e-mail details to Carla.Pierre@dms.MyFlorida.com.

DATES TO REMEMBER

Northwest Florida Regional MatchMaker
February 26, 2008
9 a.m. to 4 p.m.
University of West Florida Pensacola

For more information contact: Bridget Lee
Phone: (850) 487-4699 or
Bridget.Lee@dms.MyFlorida.com

University of Florida Small Business Conference and Trade Show
March 26, 2008

For more information contact:
(352) 392-1331 ext. 501 or visit
www.sbvdr.admin.ufl.edu

Learning the Tricks of a Regional MatchMaker

As you finalize your 2008 budget, remember to include money to support your participation in the 2008 MatchMaker Conference and Trade Show. In addition to the Annual MatchMaker Conference we host several Regional MatchMakers throughout the State of Florida that provide great opportunities for small, minority businesses to promote their goods and services to private corporations and state agency buyers.

Here are a few tips to help you maximize the return on your investment:

Be prepared. Your marketing materials will make a first and lasting impression for your company. Make sure your business cards, brochures, videos, and other promotional materials are current, error-free, and eye catching.

Do your homework. Find out ahead of time which companies will have booths at the trade show. Don't waste precious time trying to do a little business at every booth. Instead, decide in advance which companies have the greatest need and interest in the goods and services that you offer. Target those companies!

Don't stop there. The contacts that you make at any trade show, include the Regional MatchMakers, are only as good as your ability to follow-up with them. Be proactive and contact them immediately after the show. Continue to stay in touch with those key contacts.

A Regional MatchMaker provides companies of all sizes an opportunity to generate new sales. It is a forum to bring together others of like interests. When you take full advantage of the opportunity, you maximize your rewards, long-term.

To view upcoming Regional MatchMaker events check out: www.osd.dms.state.fl.us.

REGIONAL MATCHMAKER

Regional MatchMaker 2008 is coming to a city near you. Click on icon to go to Web site.

Tips for Success

- Do you want to receive electronic notification of solicitations and purchasing opportunities in the State of Florida? As a registered state vendor, you only need a working e-mail address to receive these updates. Please visit: http://vbs.dms.state.fl.us/vbs/main_menu
- Have you recently moved, changed your telephone number, or added additional services to your business? Update your contact information and commodity codes at www.MyFloridaMarketPlace.com.

For personal assistance, please call the help desk at (866) 352-3776.
- Are you a minority business owner who produces film, television shows, commercials, music videos, or interactive digital media? Check out www.filminflorida.com.
- Serve To Preserve: Go Green! Learn more about environmentally preferred purchasing products, Florida Green Standards, or general information on Florida's efforts to reduce climate change at: www.MyFloridaClimate.com.

MatchMaker Alert!

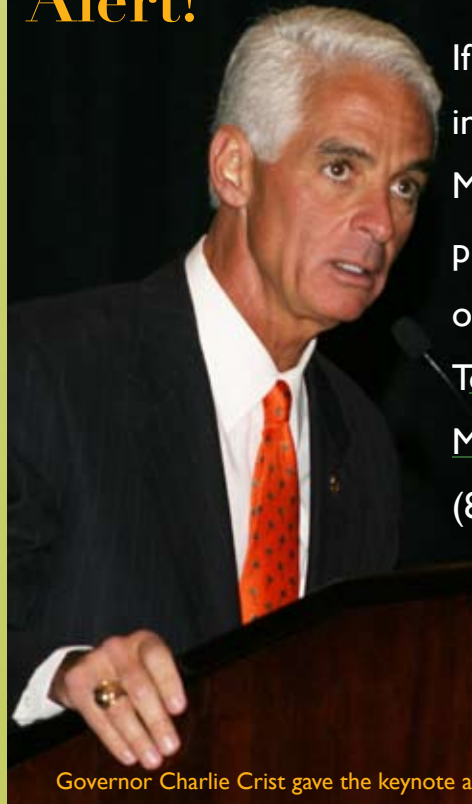
MatchMaker 2008 is coming!

If you are interested in sponsoring MatchMaker 2008 please contact our office at:

Torey.Alston@dms.

MyFlorida.com or

(850) 487-0915.



Governor Charlie Crist gave the keynote address at MatchMaker 2007.