

OSD Link



Connecting Minority Vendors with Government Spenders

Striving For OSD 2010: Increased Strategic Alliances



I am pleased to extend greetings to all minority- and women-owned business enterprises in the State of Florida. As we strive to enhance communication and outreach to small and minority businesses, we will see a direct positive impact. The Office of Supplier Diversity is proud to release the second issue of the *OSD Link*, a fresh tool to keep you connected with important initiatives.

During the past 30 days, we signed our first Strategic Partnership Agreement with the University of West Florida to enhance opportunities for women and minorities in the Panhandle. Our goal is to follow this same model as we travel across the state to increase awareness of our services. As we continue to improve our services and responsiveness, we encourage you to share your thoughts and ideas on how we can better serve you.

Thank you for your continued support as we strive to go from "Good to Great."

Torey L. Alston
Director

MBE Spotlight



ADG Business and Government Consultants is a Florida-based professional services firm that provides services to corporate, governmental and non-profit entities in areas ranging from issue management and legislative representation to management consulting and international services. They have offices in Miami, Tallahassee and Washington, D.C. To learn more about ADG Business and Government Consultants visit www.adgonline.com or call (850) 224-4600.

Florida Advisory Council on Small and Minority Business Development

Created to advise and assist Florida's minority businesses, and to help with economic and business development, the Florida Advisory Council on Small and Minority Business Development works closely with the Office of Supplier Diversity (OSD). The Council was instrumental in helping develop goals for OSD to advance its work and support of minority businesses. You can find more information on the Council at www.osd.dms.state.fl.us or contact Torey Alston at (850) 487-0915.

Include 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

March 26, 2008

**University of Florida Small Business
Conference and Trade Show**

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

March 27, 2008

Northeast Florida Regional MatchMaker

**For more information contact Bridget Lee
at (850) 487-0915 or
Bridget.Lee@dms.MyFlorida.com**

Tips for Success

- Eligible Floridians can **save money on prescription drugs** at more than 3,000 participating pharmacies thanks to Governor Crist's Florida Discount Drug Card program. Savings vary depending on the quantity, type and brand of the drug purchased, but range from 5 percent to 42 percent for 10 commonly used prescription drugs. Program eligibility is based on age and/or income levels. Visit www.FloridaDiscountDrugCard.com to learn which drugs are discounted and find participating pharmacies. Participants can also choose a mail order option by calling the Florida Discount Drug Card help line at (866) 341-8894 or TTY (866) 763-9630.
- 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.
- Do you want to **receive electronic notification** of solicitations and purchasing opportunities in the State of Florida? As a registered state vendor, you need only a working e-mail address to receive these updates. Please visit: http://vbs.dms.state.fl.us/vbs/main_menu.
- Missing any property? The Department of Financial Services Bureau of Unclaimed Property may be able to help you find your treasure. Currently, the Chief Financial Officer holds **unclaimed property** accounts valued at more than \$1 billion, mostly from dormant accounts in financial institutions, insurance and utility companies, securities and trust holdings, and items from abandoned safe deposit boxes. To begin your search for your treasure, visit www.FITreasureHunt.org.
- 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.

REGIONAL MATCHMAKER

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

How to Successfully Promote Your Products and Services

What kinds of marketing and advertising techniques work best for Florida's minority and women business enterprises? Which programs generate the best results or most important source of new business?

Here are a few tips to consider:

Hottest Trend: Online Technology

Directory listings, Web sites and banner ads on the Internet have worked well for Florida's minority and women business enterprises. Interestingly, the smaller the firm, the more likely the Internet plays a role in its marketing plan.

Decision-Maker: Chief Marketing Officer

In many cases, the president or owner is the chief marketing officer. As a function of size and management structure, subordinate titles, e.g., vice president to director of marketing, are common only among companies where sales exceed \$5 million.

Secret Weapon: Direct Mail

Research shows that two out of three small businesses count on direct mail as their top marketing weapon, followed by advertising in newspapers and magazines. The word-of-mouth approach has also proven to be one of the more successful approaches.

To stay competitive in the global marketplace, promotion of goods and services are critical to the lifeline of a firm. Successful marketing plans yield very high returns!

Northwest Florida Regional MatchMaker a Success!



One-on-one sessions for participants at the NW Florida Regional MatchMaker workshop.

Nearly 100 participants joined us at the University of West

Florida on Feb. 26 for the Regional MatchMaker. Thank you to business owners, local municipalities, state agencies and private corporations that made the event a huge success. We also want to thank our partners and sponsors in the region including Director Laura Subel, University of West Florida Procurement Technical Assistance Center, for support of the event.



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.

Florida Governor Charlie Crist and State Rep. Joseph A. "Joe" Gibbons, D-Broward, at the 2007 MatchMaker Conference.