



OHIO MBE

SUPPLIER DIVERSITY BREAKFAST



Networking, Collaborations & Insightful Discussions



July 27
11 am



Meeting Agenda

10:30 AM

Networking

11:00 AM

Welcomes

11:15 AM

Presentation Part 1

12:00 PM

Lunch

12:30 PM

Presentation Part 2

1:00PM

Close



Topic: Tips for Marketing your Supplier Diversity Program

Presenter: Mark Cardwell

Mark Cardwell is the Owner and Principal Consultant for Cardwell Communications LLC, a full-service marketing consultancy.

Mark has 30 years of experience in arts marketing, operational leadership, executive-level management, media sales, and communications. He specializes in strategic marketing plan development, and is available as a coach, consultant, interim, or fractional marketing director. Mark also develops and delivers workshops and courses in-person, online, statewide, or regionally.

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**Cardwell
Communications**

A Full-Service Marketing Consultancy

Linkedin: <https://www.linkedin.com/in/cardwell777/>

Website: <https://www.cardwellcom.com/>



What is Supplier Diversity

- What is Supplier Diversity
 - An approach that guarantees a varied supplier base in procuring goods and services.
- Why is Supplier Diversity Important
 - Empowers diverse businesses and their communities
 - Increases tax base
- Advantages to Businesses Seeking Diverse Suppliers
 - Good for Business. Businesses that set aside 20% and up of their expenditure for diverse suppliers report that 10-15% of their yearly sales come from these programs. In The Meantime, businesses that distribute less than 20% of their spending to diverse companies attribute less than 5% of their trades to their supplier diversity program.
- Why Companies Should Invest in Supplier Diversity Programs
 - Good For Business
 - Shows Corporate Morals
 - Great for Innovation
 - New ideas at the table
 - Increases Business Profile -
 - Puts the business in a positive light



Upcoming Sessions

August – Effective Outreach & Good Faith Efforts

Sept— Best practices in reporting/tracking

- Attendance at the mini-conferences is included in all OhioMBE Awards sponsorship packages.
- A mini-conference package costs \$299 per person without purchasing an OhioMBE Awards or Mini-conference sponsorship.
- Mini-conference sponsorship: \$2500 per event.
- Register for the August, and September sessions at <https://buytickets.at/the912group>
- All participants will receive an OhioMBE Supplier Diversity Directory, lunch, and admission to the sessions.



We are excited to introduce OhioMBE, Ohio's leading Black-owned business newspaper, dedicated to serving the small and minority business community.

Our Unique Focus:

At OhioMBE, we pride ourselves on our distinct approach. We have carved out a special niche catering to the needs of Ohio's small and minority businesses. Our mission is simple yet powerful – to empower and uplift these businesses, fostering growth and creating new opportunities within the state.

Opening Doors to Contracting Opportunities:

As part of our unwavering commitment to supporting entrepreneurs, we offer exclusive access to valuable contracting opportunities through our bid notice distribution services. By connecting businesses with these projects, we aim to open doors to new horizons and expansion possibilities.

Join us at OhioMBE Procurement Fairs:

Mark your calendars for the monthly OhioMBE Procurement Fairs! These events are not to be missed. They provide the perfect platform for networking, forging meaningful connections, and discovering potential clients and partners. This is your chance to take your business/organizations to the next level.

Efficient and Wide-reaching Bid Notice Distribution:

At the heart of our services lies the distribution of bid notices. We employ various channels to ensure maximum visibility and reach, including email, online postings, tweets, and social media sharing. Please don't worry; the bid information remains available on our website and email distribution list until the bid date, giving you ample time for preparation and response.

Flexibility to Suit Your Needs:

At OhioMBE, we are dedicated to accommodating your unique requirements. That's why our bid notices are distributed on-demand, ensuring you receive crucial information exactly when needed.

Join Our Ever-Growing Community:

Our online subscriber database now boasts over 10,000 active members and continues to grow. Become part of this vibrant community of entrepreneurs, professionals, and visionaries as we work together to shape the future of Ohio's business landscape.

OhioMBE is a beacon of opportunity and progress for the small and minority business community. Let's build a stronger, more inclusive economic ecosystem in the Buckeye State!

To learn more and become a part of our thriving network, visit our website at www.ohiombe.com. See you there!

Thanks



All Things Ty
Aaron's Tasty Grill (614-596-9231)



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Ronda Watson Barber
P.O. Box 533
Granville, Oh 43023
614-522-9122
OhioMBE.com