



# The Business of Supplier Diversity

A Handbook of Essential Contacts  
and Information for Navigating  
the Industry

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2016  
Second Edition

Diversity Information Resources

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## SECTION 1

### LEGISLATION

*The primary legislative initiatives which impact diversity programs are listed in this section.*

#### **Public Law 95-507 (1978)**

P.L. 95-507, passed in 1978, amended Section 8(d) of the Small Business Act and changed the way prime contractors and large businesses were to do business with the government. Prior to 1978, efforts to subcontract with small/small disadvantaged businesses were voluntary. They became mandatory with passage of P.L. 95-507, which stated that contracts over \$10,000 must contain a "Utilization of Small Business Concerns and Small Business Concerns Owned and Controlled by Socially and Economically Disadvantaged Individuals" clause. For contracts over \$500,000 (\$1,000,000 for construction) P.L. 95-507 requires a subcontracting plan which sets percentage goals for utilizing small business concerns, including separate goals for disadvantaged small business. The prime contractor must describe what efforts it will make to ensure that SDBs have an equal opportunity to compete.

#### **Note: Contract Size change to Public Law 95-507**

Contracts > \$650K (\$1M construction) and subcontract opportunities exist. Modifications > \$650K (\$1M construction) with new work AND subcontract opportunities exist. Multi-year contracts / contracts with options (cumulative value of base contract & all options, SEPARATE goals for base & each option). Each subcontracting plan required under 19.702 must include separate percentage goals for using small business (including ANCs and Indian tribes), veteran-owned small business, service-disabled veteran-owned small business, HUBZone small business, small disadvantaged business (including ANCs and Indian tribes) and women-owned small business concerns as subcontractors.

More recent laws have further amended Section 8(d) of the Small Business Act, and additional goals have been added for women-owned small business (WOSB), HUBZone small business, Veteran-owned small business (VOSB), and Service-Disabled VOSB. The Small Business Act, including Section 8(d), is available on SBA's web site at [www.sba.gov](http://www.sba.gov)

Definitions used in P.L. 95-507 include:

- I Small Business
  - for manufactured products - size (employees)
  - for service industries - annual sales
- II Disadvantaged Small Business
  - 51% owned and controlled by socially and economically disadvantaged individuals.
- III Socially & Economically Disadvantaged
  - Black Americans, Hispanic Americans, Native Americans (American Indians, Eskimos, Aleuts, and Native Hawaiians), Asian-Pacific Americans (U.S. citizens whose origins are from Burma, Thailand, Malaysia, Indonesia, Singapore, Brunei Japan, China, Taiwan, Laos, Cambodia, Kampuchea, Vietnam, Korea, the Philippines, Samoa, Guam, Macao, Hong Kong, Fiji, Tonga, Kiributi, Tuvalu, Nauru, US Trust Territories of the Pacific, Northern Marianas, Republic of Palau & Marshall Islands), and Subcontinent Asian Americans (U.S. citizens whose origins are from India, Pakistan, Bangladesh, Sri Lanka, Bhutan, the Maldives Islands or Nepal).
  - Any individual found to be disadvantaged by SBA pursuant to section 8(a) of the Small Business Act.

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## SECTION 2

### SMALL BUSINESS ADMINISTRATION

#### **US Small Business Administration (SBA)**

409 Third Street, SW  
Washington, DC 20416  
1-800-U-ASK-SBA (1-800-827-5722)  
www.REMOVED FOR SAMPLE.gov

The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. We recognize that small business is critical to our economic recovery and strength, to building America's future, and to helping the United States compete in today's global marketplace. Although SBA has grown and evolved in the years since it was established in 1953, the bottom line mission remains the same. The SBA helps Americans start, build and grow businesses. Through an extensive network of field offices and partnerships with public and private organizations, SBA delivers its services to people throughout the United States, Puerto Rico, the U. S. Virgin Islands and Guam.

#### **System for Award Management SAM – [www.sam.gov](http://www.sam.gov)**

The System for Award Management (SAM) is the Official U.S. Government system that consolidated the capabilities of CCR/FedReg, ORCA, and EPLS. There is NO fee to register for this site. Entities may register at no cost directly from this page. User guides and webinars are available under the Help tab. UPDATE: On July 14, 2014, SBA increased the monetary-based industry size standards to account for inflation. You will see an exclamation point “!” next to the ‘Small Business’ value for those NAICS codes impacted in your registration’s Reqs & Certs. Log into SAM, review, and resubmit your registration to apply the new size standard.

#### **Evaluation Factor and Monetary Incentive for Subcontracting with Small Disadvantaged Businesses**

Federal Acquisition Regulations (FAR) subpart 19.12, Small Disadvantaged Business Participation Program, is applicable to all solicitations issued on or after January 1, 1999. This rule creates a source selection evaluation factor or subfactor for planned SDB participation in the performance of a contract in the NAICS sub sectors (formerly SIC major groups), as well as a mechanism to evaluate past performance of contractors in complying with their SDB participation targets. It also creates a monetary incentive for subcontracting with SDBs. For more information on the list of authorized industries see <http://www.acquisition.gov/references/sdbadjustments.htm>

#### **North American Industry Classification System (NAICS)**

The North American Industry Classification System (NAICS) classifies business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. economy. The NAICS industry codes define establishments based on the activities in which they are primarily engaged. NAICS codes are also used for administrative, contracting, and tax purposes. NAICS is production oriented (not product oriented) and categorizes businesses with others that have similar methods of production. SBA uses NAICS as a basis for its size standards. Size standards using NAICS as their basis apply to all Federal government programs, including procurement. When the Federal government intends to acquire goods or services, it identifies the NAICS code that describes the principal purpose of that procurement. Your business may have myriad capabilities, and the NAICS code for a given procurement opportunity may not be the same as your primary NAICS code. That will not keep you from bidding or making an offer, so long as you meet the size standard for the procurement and have the capacity to provide the goods or services.  
[www.census.gov/eos/www/naics](http://www.census.gov/eos/www/naics)

### **Business Size Determination Guidelines**

To determine whether a company is a large or small business use the North American Industry Classification System (NAICS) code at [www.census.gov/eos/www/naics](http://www.census.gov/eos/www/naics). After determining the NAICS code, refer to the industry size standards published by the Small Business Administration at [www.sba.gov/size/sizetable2002.html](http://www.sba.gov/size/sizetable2002.html) to determine whether a company is classified as a large or a small business under that NAICS code.

### **SBA Business Classification Definitions:**

#### **Small Disadvantaged Business (SDB)**

Small business concern that is at least 51% unconditionally owned by one or more individuals who are both **socially** and economically **disadvantaged**, or a publicly owned business that has at least 51% of its stock unconditionally owned by one or more socially and economically disadvantaged individuals and that has its management and daily business controlled by one or more such individuals.

As of Oct. 3, 2008 companies seeking to obtain federal prime or subcontracts can self-certify their status as small disadvantaged businesses (an option that has been available since 2004) or use a third-party private certification firm. In limited circumstances, the procuring agency can certify the company. Companies already certified as small disadvantaged or 8(a) firms will not be affected until that status is scheduled for renewal.

#### **Note: Exception to SDB Requirements are Alaskan Native Corporations and Indian Tribes**

“Alaska Native Corporation (ANC)” means any Regional Corporation, Village Corporation, Urban Corporation, or Group Corporation organized under the laws of the State of Alaska in accordance with the Alaska Native Claims Settlement Act, which is considered a minority and economically disadvantaged concern under the criteria. This definition also includes ANC direct and indirect subsidiary corporations, joint ventures, and partnerships. “Indian tribe” means any Indian tribe, band, group, pueblo, or community, including native villages and native groups (including corporations organized by Kenai, Juneau, Sitka, and Kodiak) as defined in the Alaska Native Claims Settlement Act is recognized by the Federal Government as eligible for services from the Bureau of Indian Affairs. This definition also includes Indian-owned economic enterprises.

#### **Socially Disadvantaged Individuals**

Socially disadvantaged individuals are those who have been subjected to racial or ethnic prejudice or cultural bias because of their identity as members of a group. Social disadvantage must stem from circumstances beyond their control. In the absence of evidence to the contrary, individuals who are members of the following designated groups are presumed to be socially disadvantaged:

- Black Americans
- Hispanic Americans
- Native Americans (American Indians, Eskimos, Aleuts, and Native Hawaiians)
- Asian Pacific Americans (persons with origins from Japan, China, the Philippines, Vietnam, Korea, Samoa, Guam, U.S. Trust Territory of the Pacific Islands [Republic of Palau], Commonwealth of the Northern Mariana Islands, Laos, Cambodia [Kampuchea], Taiwan; Burma, Thailand, Malaysia, Indonesia, Singapore, Brunei, Republic of the Marshall Islands, Federated States of Micronesia, Macao, Hong Kong, Fiji, Tonga, Kiribati, Tuvalu, or Nauru; Subcontinent Asian Americans (persons with origins from India, Pakistan, Bangladesh, Sri Lanka, Bhutan, the Maldives Islands or Nepal), and
- Members of other groups designated by the SBA

**Note:** 8(a) Firms - a firm that has been accepted into the 8 (a) Business Development Program. This is a nine-year business development program for socially and economically disadvantaged concerns. 8(a) contractors are certified as SDB for federal contracting purposes, and are listed in SBA’s Dynamic Small Business Search (DSBS) online database ([http://web.sba.gov/pro-net/search/dsp\\_dsbs.cfm](http://web.sba.gov/pro-net/search/dsp_dsbs.cfm)). 8(a) program graduates maintain SDB certification status 3 years from last SBA review.



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## Top 10 Ways to Effectively (and Memorably) Reach Out to Supplier Diversity Professionals

# DIVERSITY411

excerpts from DIR's Blog: [www.diversityinforesources.blogspot.com](http://www.diversityinforesources.blogspot.com)

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DIR works directly with diverse-owned suppliers, and helps to bring them to the procurement discussion table. Using this book is a fantastic first step. Keep in mind that these contacts and information are best used:

- to establish business relationships
- reinforce business matchmaking

After years of discussions with people on both sides of the procurement “fence,” we offer our Top 10 Ways to make the most out of this resource:

**#10: Don't send information blindly:** Let the buyer ask you for samples, line cards and other company specific information.

**#9: Let corporate contacts know what you've done and ask about the best next steps** (“I've registered,” “I've researched your products/services.” etc.). Use references within their industry.

**#8: Keep track of conversations:** What was said. With whom. What to do next. Schedule follow-ups.

**#7: Ask about a corporation's “prime suppliers”.** You may not be able to work directly with a global conglomerate, but you most likely are able to work with one of their prime suppliers ... ask about them!

**#6: Take advantage of any “personal” time you can get.** Utilize business events to their fullest potential, reconnecting face-to-face with contacts you meet locally or at national business fairs.

**#5: Do your homework about regional outreach groups: Chambers of Commerce, Economic Development Agencies, state or regional divisions of national organizations.** Check them all out and be tenacious about following up with their matchmaking opportunities.

**#4: Practice your introductions, and have more than one ‘ready’.** Know what you're going to say to someone experienced or inexperienced in your industry. Educate efficiently!

**#3: Do your due diligence in researching what a Supplier Diversity contact needs to bring your information forward to their procurement department.** You'll often find their preferences and needs listed on their Web site's supplier diversity page.

**#2: Develop targeted marketing lists, and be specific when following up** (“Good to meet you at NMSDC on Monday,” etc.). Recall a piece of information that distinguishes you from everyone else (“Thank you for commenting on the effectiveness of my capabilities brochure.”).

**#1: Use names and titles and use them correctly in all your correspondence.** If you send an email that says “Dear Ray” to a Ramona, it'll be deleted at first glance.

## SECTION 4

## SUPPLIER DIVERSITY CONTACTS

*This section provides useful information about many of the nation's largest corporations, government agencies, large non-profits and educational institutions. Listings contain: Company name, contact, title, address, phone, fax, email, web site and a brief narrative description of the company's products and/or services; Name of Supplier Diversity Professional, Purchasing Manager or Director, Procurement Manager, Buyer, SBLO, etc.; and Industry Classifications. NOTE: EMAILS AND NUMBERS REMOVED FOR SAMPLE PAGE ONLY*

**3M**

Cathy Bygd, Supplier Diversity Sourcing Manager  
3M Sourcing Operations  
3M Center, Bldg. 223-4N-13  
St. Paul, MN 55144-1000  
**Tel:** (651) 737-XXXX **Fax:**  
**Email:** XXXX@mmm.com  
**Website:** [http://solutions.3m.com/wps/portal/3M/en\\_US/SD/Supplier/PotentialSuppliers/Diversity/](http://solutions.3m.com/wps/portal/3M/en_US/SD/Supplier/PotentialSuppliers/Diversity/)  
**Description:** A diversified manufacturer of more than 50,000 industrial and consumer products and services.  
**Industry(s):** Chemicals, Consumer Products & Services, Environmental Services & Equipment, Health Care, Industrial Manufacturing, Information Technology, Pharmaceuticals

**7-Eleven, Inc.**

Supplier Diversity Professional  
One Arts Plaza  
1722 Routh St., Ste. 1000  
Dallas, TX 75201  
**Tel:** (972) 828-XXXX **Fax:** (972) 828-XXXX  
**Email:**  
**Website:** [www.7eleven.com](http://www.7eleven.com)  
**Description:** Operate, franchise or license 7-Eleven convenience stores.  
**Industry(s):** Retail

**Abbott Laboratories**

Susan Alexander, Sr. Program Manager, SBLO  
200 Abbott Park Rd, Dept. 006C, Bldg. AP51  
Abbott Park, IL 60064  
**Tel:** (847) 937-XXXX **Fax:** (947) 938-XXXX  
**Email:** XXXX@abbott.com  
**Website:** [www.abbott.com/citizenship/governance](http://www.abbott.com/citizenship/governance)  
**Description:** Science-based offerings in diagnostics, medical devices, nutrition and pharmaceuticals. Global broad-based health care company.  
**Industry(s):** Health Care, Pharmaceuticals

**AbbVie Inc.**

Kathy April Rush, Global Supplier Diversity Leader/  
SBLO  
1 N. Waukegan Rd., Dept. ZA04, AP50  
North Chicago, IL 60064  
**Tel:** (847) 936-XXXX **Fax:**  
**Email:** XXXX@abbvie.com  
**Website:** [www.abbvie.com](http://www.abbvie.com)  
**Description:** A global biopharmaceutical company with focus and capabilities to address some of the world's greatest health challenges.  
**Industry(s):** Pharmaceuticals

**Accenture LLP**

Tiffany Williams, Supplier Diversity Program  
Manager  
161 N. Clark Street  
Chicago, IL 60601  
**Tel:** (312) 693-XXXX **Fax:**  
**Email:** XXXX@accenture.com  
**Website:** [www.accenture.com/vendor](http://www.accenture.com/vendor)  
**Description:** A global management consulting, technology services and outsourcing company.  
**Industry(s):** Information Technology, Professional Services

**Accident Fund**

Lupe Rangel, Procurement Specialist  
200 N. Grand Avenue  
Lansing, MI 48933  
**Tel:** (866) 206-XXXX **Fax:**  
**Email:** XXXX@accidentfund.com  
**Website:** [www.accidentfund.com](http://www.accidentfund.com)  
**Description:** Workers' compensation specialists and are highly committed to protecting our policyholders and their employees. We are laser-focused on all aspects of workers' compensation with products, services and processes.  
**Industry(s):** Insurance



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