

A dynamic splash of clear blue water against a white background, with a thick blue horizontal bar at the bottom.

# Small Business Initiative

*October 10, 2018*



# Financial Services Area

## Small Business Initiative - Introduction



**Gaylor 'Butch' Johnson**  
*Procurement Director*

**Ian M. Thompson, P.E.**  
*Owners Representative Engineer*

**Susan Kopinski**  
*Special Projects Manager*





# Executive Summary

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- ✓ The Small Business Initiative (SBI) is an effort to increase regional small business participation with Great Lakes Water Authority.
- ✓ The program encompasses marketing GLWA and recruiting small businesses by attending trade fairs and “meet the buyer” events and fostering networking between GLWA staff and business-to-business interactions.
- ✓ Vendor engagement and feedback occurs through a GLWA SBI quarterly outreach meetings with a panel of vendor partners – both large and small.
- ✓ In addition, strategic partnerships are being formed with minority and women professional organizations as well as government agencies such as the U.S. Small Business Administration.

# Small Business Initiative - Goal

**Goal:** Expand supplier participation in competitive procurements to achieve the best value and foster capacity in meeting the diverse needs of one of the nation's largest providers of water services.



# Small Business Initiative - Objectives

1. Build brand awareness of GLWA as a customer/client of choice among the vendor community
2. Leverage existing small, women-owned, and minority-owned business networks to increase competitive responses to GLWA procurement requests
3. Build a communication pipeline to the vendor community through the “Small Business Initiative Advisory Panel”

# Marketing and Recruiting

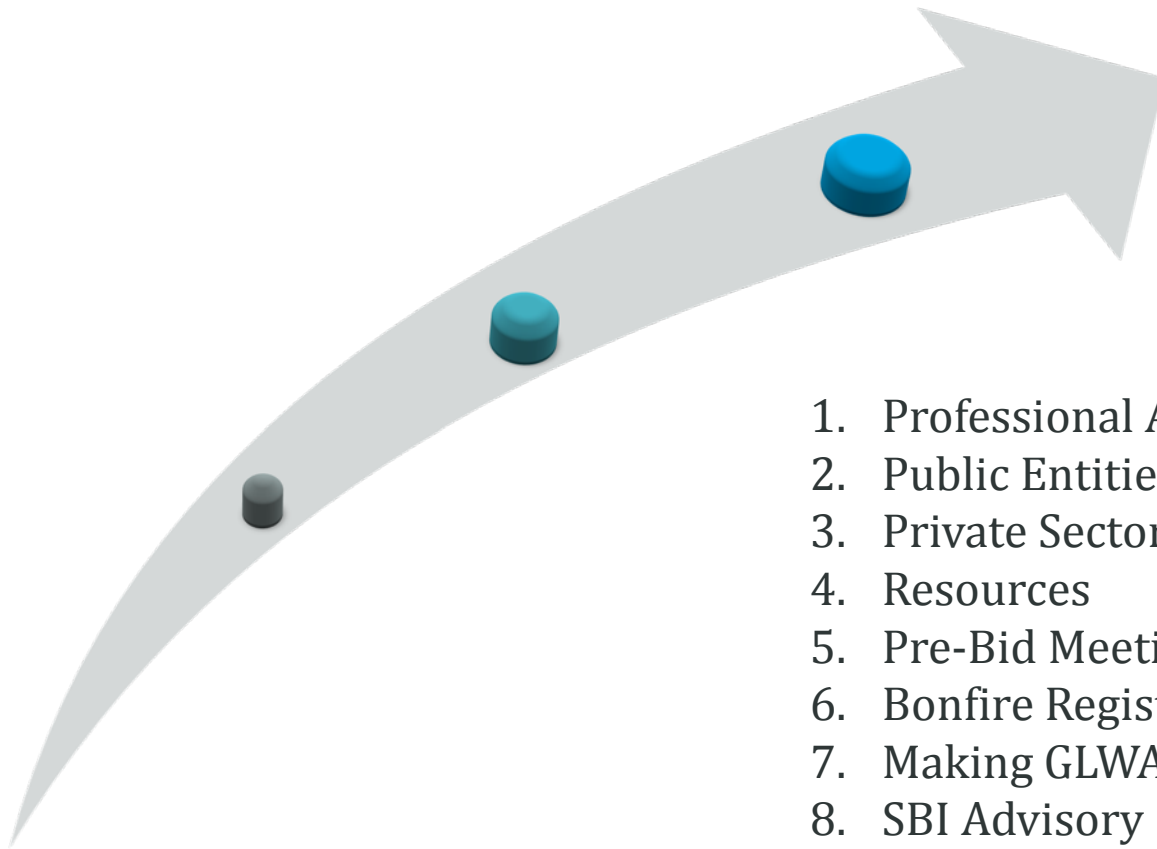
Promote GLWA to the Business Community

*Outreach Events since SBI Launched:*

1. National Association of Women in Construction: April 12-13, 2018
2. Michigan Public Purchasing Officers' Association-Reverse Trade Fair: April 27, 2018
3. Michigan Minority Contractor's Association: May 4, 2018
4. Michigan Minority Supply Diversity Conference: May 10, 2018
5. GLWA Vendor Outreach: May 17, 2018
6. Schoolcraft College "Meet the Buyer": June 13, 2018
7. Macomb College "Meet the Buyer": August 23, 2018
8. Walbridge Built for Opportunity Event – October 10, 2018



# Partnerships and Feedback



1. Professional Associations
2. Public Entities
3. Private Sector Diversity Programs
4. Resources
5. Pre-Bid Meeting Networking
6. Bonfire Registration
7. Making GLWA approachable-Dispelling myths
8. SBI Advisory Quarterly Meetings

# Partnerships and Feedback

## SBI Advisory Quarterly Meetings

- Inaugural Meeting: June 21, 2018 at Waterworks Park
- Second Meeting: September 19, 2018 at Schoolcraft College Procurement Technical Assistance Center





# Success Stories

## 13<sup>th</sup> Floor Offices



MIG  
Onyx Enterprise

## Supplier Diversity Programs



Grainger Supplier Diversity Program 40+ Vendors

## Enterprise

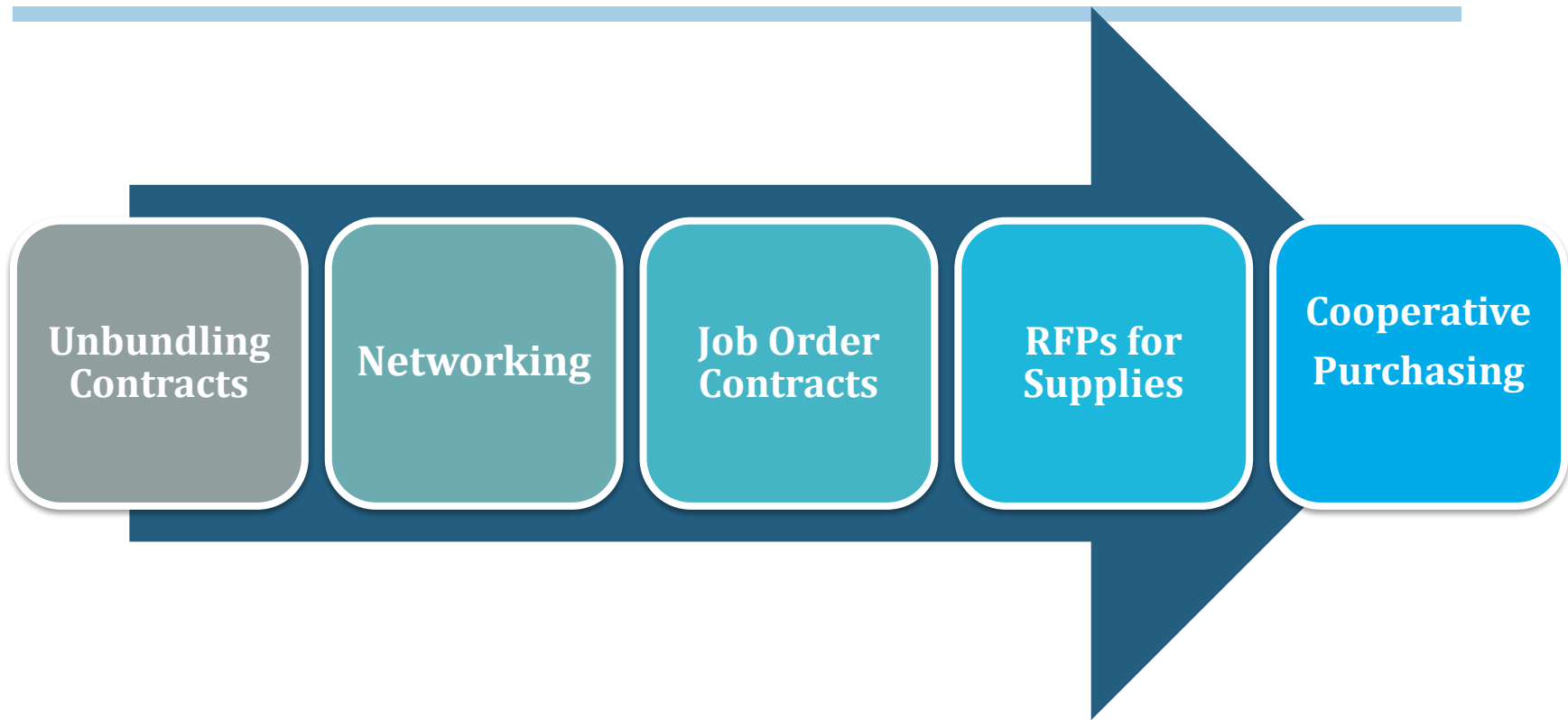


Hamilton Anderson  
Global Green Quality Paving

# Organizational Impact



# Continuum of Expanding Opportunities





**GLWA**  
*Great Lakes Water Authority*





**Thank You!**

