

# *Straight Talk*

 UNIVERSITY of VIRGINIA



*...Cultivating Supplier Diversity  
within the University Community*

# A Few Words From The Big Guy...



Greetings,

Thank you for your interest in the University of Virginia. The goal of the University's Supplier Diversity Initiative is to:

*...eliminate the excuses that would prevent the University of Virginia from being the best that it can be because it failed to diversify its supply chain. We strive to maintain strategic and sustainable relationships with diverse firms through straight talk, business development, insuring access to information and effective networking.*

We are proud of our focus on relationships – many have led to increased sales for small, women-owned and minority-owned firms both at the University and elsewhere; all have led to a greater understanding of diverse firms – their potential and their reality; and all have allowed the University to demonstrate its commitment to supplier diversity and share its requirements for success with vendors that they may not have met otherwise.

This publication, *Straight Talk*, is a work in progress as nothing about supplier diversity and development is static except the need to do more. In keeping with our vision that the no-nonsense sharing of information, the use of business development strategies, and effective networking are the most critical factors of success, *Straight Talk*, contains most of what any firm needs to improve its probability of success at providing the University of Virginia with the many goods and services that we purchase.

We ask that you use this guide as your entrée to either of our portals of opportunity – The University of Virginia, The University of Virginia Health System, and the University of Virginia's College at Wise. While we have a single Supplier Diversity Initiative, we have three very distinct portfolios of business, each with its own personality, but all with the same commitment to the diversification of its supply chain.

We look forward to learning more about your firm and to sharing more with you more about the many opportunities that we offer. We encourage your comments and questions at [supplierdiversity@virginia.edu](mailto:supplierdiversity@virginia.edu).

Very best regards,

Bill Cooper

Director, Supplier Diversity

# Head of the Class

## *All About UVa's Vendor Training*

If you do business, or are seeking to do business, with private and public sector entities, you're probably aware of the myriad of purchasing regulations and policies that exist—each of them different, many of them confusing. It can be difficult to decipher each organization's way of doing business, so many, including the University of Virginia, hold regular training sessions to explain their processes.

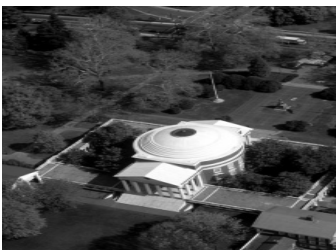
UVa's vendor training session, held quarterly, is led by the Directors of Procurement and Supplier Diversity, and is based on a detailed run-through of the Procurement Services website. Topics include:

- Finding procurement opportunities
- Departmental purchasing responsibilities,
- Effective marketing to the University
- Supplier diversity
- Electronic payment
- Reduced net payment terms and conditions

From there, vendors are encouraged to ask questions and to network with other vendors in attendance. Upon leaving, you should have a good high-level idea of how the University identifies and purchases what it needs.

The next vendor training is scheduled at 10 a.m. on Wednesday, June 4th, in Carruthers Hall in Charlottesville. Come prepared with questions!

**<http://www.procurement.virginia.edu/main/vendors/VendorTraining.html>**



## Recent Successes



- **H.J. Russell & Company:** One of the nation's largest MBE construction firms, this Atlanta-based builder partnered with construction management firm Gilbane Building Company to win the Lee Street Projects at the University Health System. The projects consist of the construction of the Emily Couric Cancer Center, Hospital Bed Expansion, and a new entry plaza.

<http://www.hjrussell.com/>

- **Canterbury Enterprises, LLC:** Canterbury Enterprises, a general contractor from Richmond, continues to impress the University community. After intense development sessions with the Director of Supplier Diversity, Canterbury began to take small renovation and new construction jobs around the University. Two years later, Canterbury has entered into a mentor-protégé relationship with W.M. Jordan Construction. This program will help Canterbury to position itself for more complex and thus more lucrative opportunities.

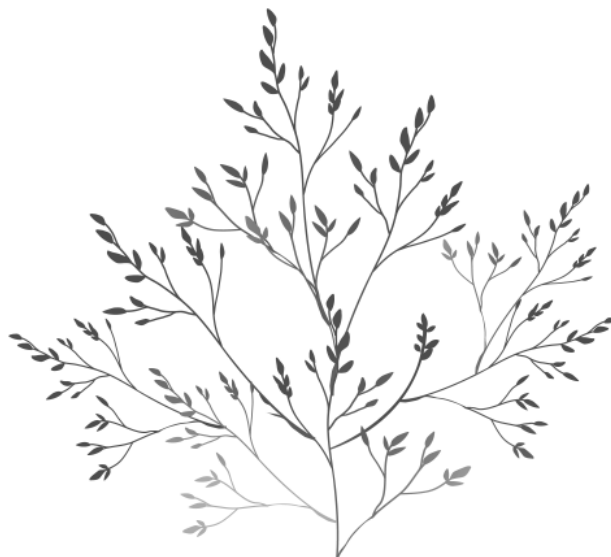
<http://www.cbury.net>

- **Payne Construction Company:** The on-demand and special projects construction firms are true partners to the University in that they are the firms that have been chosen to work with the University on renovation projects. These projects are vital because they require a total understanding of the project; in many cases a department must shut down in order to have the work performed. Payne Construction, a general contractor from Rustburg, has been a member of this team for two years, and has been proven to be an integral part of the renovation operation.

<http://www.payneconst.com/>

- **Claraview:** The Health System awarded this business intelligence and data warehousing solutions provider a contract to lead the implementation effort in managing various departmental data resources, and to train in-house personnel in managing those services for subsequent implementations.

<http://www.claraview.com/dnn/>



● **Southwest Virginia Janitor & Supply:** After a referral from the University's partner, the Southwest Virginia Higher Education Center, this janitorial supply and cleaning services firm has left a great impression upon the College at Wise, is on contract at the University, and is taking steps to enter the UVa Marketplace.

● **Young Moving & Storage/Security Business Archives:** This powerhouse duo of MBE companies, owned by Frank and David Young, has been handling the University and Health System's employee relocation, office moving, document destruction, and file storage needs since 2002.

<http://www.alliedagent.com/youngmoving/intl.html>

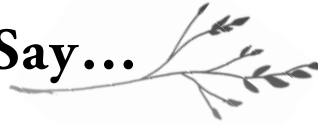
<http://www.use-sba.com/>

● **Networking Technologies & Support (NTS):** NTS, a full-service systems integration firm from Richmond, was recently awarded the Health System's contract for desktop computing and peripheral support services.

<http://www.networkingtech.com/>



# What We Mean When We Say...



*For a more comprehensive list of procurement terms, please visit*

*<http://www.procurement.virginia.edu/main/diversity/WhatWeMean.html>*

**Agency:** The University of Virginia, including Agency 207 (Academic Division), Agency 209 (Medical Center Division), and Agency 246 (The University of Virginia's College at Wise). Agency, University of Virginia and Owner are synonymous.

**DMBE:** Department of Minority Business Enterprise. Responsible for issuing SWaM Certification and ensuring fairness in the Commonwealth's procurement process.

**eVA:** eVA is a web-based purchasing system used by the Virginia government. State agencies, colleges, universities and many local governments use eVA to announce bid opportunities, invite bidders, receive quotes, and place orders for goods and services.

**P-Card:** The Purchasing Card is used for low-dollar eVA-exempt purchases.

**Pre-bid / Pre-proposal Conference:** A meeting of interested, prospective bidders / proposers held by the University, usually with the assistance of the A/E, prior to the receipt of bids proposals in which comments or questions concerning specifications or other provisions in the IFB or RFP can be received and considered. Any response shall be in writing and distributed to all who requested/received the IFB/ RFP.

**Quick Quote:** RFQ done using the eVA system.

**RFI:** Request for Information. Solicits information about a good or service when exact specifications required are not known.

**RFQ:** Request for Quotation. A request of for quotes is used when the value of the procurement is less than \$50,000 and not complicated or complex in nature requiring a request for proposal and meeting the specs and having the lowest price wins. The RFQ might be necessary when other things need be negotiated and price may not be the determine factor.

**SWaM:** Small, Woman-owned, and Minority-owned (SWAM) firms are certified small businesses and certified businesses owned and operated by women or minorities.

**UVa Marketplace:** The UVa Marketplace is the electronic shopping environment, interfaced with eVA, where UVa purchasers purchase goods and services from vendor catalogs in an efficient, effective, and user-friendly process.

**VASCUPP:** Virginia Association of State College and University Purchasing Professionals. VASCUPP is an organization of nine of the state's four-year public colleges and universities, who work together on aspects of procurement that are unique to higher education. The University voluntarily complies with the policies and procedures formulated jointly by the VASCUPP member institutions.



# How to speak “UVa”

*Your own personal guide to our secret language*

## **First Year, Second Year, Third Year, Fourth Year**

Instead of freshman, sophomore, junior, senior. Why? To be a “senior” implies that a person has reached the final phase of learning, a feat that Mr. Jefferson believed impossible, arguing instead that education is a life-long process.

## **Grounds**

The term used by students, faculty and alumni to refer to the University. “Campus” is never used.

## **Mr. Jefferson**

Out of respect for the founder of the University who did not have a Ph.D., University faculty are referred to as Mr. or Mrs. instead of Doctor, even if they have a Ph.D. Students and faculty historically addressed each other in this manner. Medical doctors are the exception to the rule and they should be referred to as Doctor.

## **“The Jack”**

Completed in 2006, The John Paul Jones Arena, nicknamed “The Jack” for its namesake, is the University’s basketball arena, Charlottesville’s newest concert venue, and is the largest indoor arena in the state of Virginia.

## **The Lawn**

Thomas Jefferson envisioned the ideal academic community as an ensemble of faculty residences and student rooms placed around an open square of grass and trees. He fulfilled this vision when he created the Lawn, a setting of uncommon serenity and beauty and one of the nation’s most revered architectural achievements.

## **The Rotunda**

The Rotunda at the University of Virginia was designed by Thomas Jefferson as the architectural and academic heart of his community of scholars, or what he termed the “academical village.” As the phrase implies, learning was for Jefferson an integral part of life. The academical village is based on the assumption that the life of the mind is the pursuit of all participants in the University, that learning is a lifelong and shared process, and that interaction between scholars and students enlivens the pursuit of knowledge.

## **Wahoos or Hoos**

An alternative name for the Cavaliers or the students at the University of Virginia.

## Important Contacts and Links

### **Procurement Services and Facilities Purchasing: (434) 924-4212**

<http://www.procurement.virginia.edu>

### **Facilities Management Planning and Construction: (434) 982-4621**

<http://www.fm.virginia.edu/fpc/>

### **Health System Supply Chain Management: (434) 982-3865**

<http://www.healthsystem.virginia.edu/internet/scm/>

### **The next Procurement Services Vendor Training session will be held June 4, 2008:**

<http://www.procurement.virginia.edu/main/vendors/VendorTraining.html>

## Central Purchasing Staff Listing Statement

*Procurement Services is responsible for the entire procurement process for academic and administrative departments at the University, from requisition and contract negotiation through ordering, receiving, invoicing and payment.*

### **John McHugh, Assistant Director,**

Procurement Services Manages purchasing operations, Ensures that acquisitions of goods and services are conducted in a timely manner within University policy and procedure and the Code of Virginia.  
jm7v@virginia.edu or (434) 924-4214

### **Steve Heldreth, Major Procurements Manager**

Major service contracts and acquisitions,  
Research laboratory apparatus,  
Computer equipment and services,  
Hazardous waste disposal.  
heldreth@virginia.edu or (434) 924-4217

### **Michael Warlick, Senior Buyer**

Security equipment and services, Cellular phones and service, Computer equipment, supplies and services, Maintenance agreements and software licenses for research and computer equipment, Office supplies.  
mw9u@virginia.edu or (434) 924-8918

### **Lori Ponton, Senior Furnishings Buyer**

Major furniture installations, Interior design assistance, Carpeting and fabrics, Window treatments, Mattresses, Artwork, arts and crafts, Case work.  
lp3s@virginia.edu or (434) 924-4216

### **Frank Fountain, Buyer Specialist**

Lab equipment and supplies, Office equipment, Scanners, copiers, fax machines, computer peripherals, Cylinder gases, Audio-visual equipment.  
fff3x@virginia.edu or (434) 982-3092

### **Vacant, Senior Buyer**

Food and catering, Entertainment, Hotel, convention and conference services, Uniforms and clothing, Relocation and employee moves, Transportation services.  
(434) 924-4212

### **Vacant, Expeditor**

Contract and small dollar order processing

## Facilities Purchasing Staff Listing

*Facilities Purchasing is responsible for procurement of all goods and services in support of Facilities Management, other than Construction and Planning. For all other procurements, please see central purchasing above.*

**John Gerding,  
Major Procurements Manager**  
Jeg5y@virginia.edu or (434) 924-4215

**Diane Morse,  
Buyer Specialist**  
Dm5h@virginia.edu or (434) 982-5076

**Frank Messina,  
Buyer Specialist**  
fjm9g@virginia or (434) 982-5076

**Duane Frederick,  
Buyer Specialist**  
Djf4b@virginia.edu or (434) 243-5191

## Facilities Management Planning and Construction Staff Listing

*Facilities Planning & Construction provides architectural, engineering, landscape architectural, design administration and construction administration support to the University community.*

**Patricia A. Clifton,  
Contract Administration Manager**  
Pcm8b@virginia.edu or (434) 982-5472

**William Martin,  
Contract Administrator for Construction**  
Whm2j@virginia.edu or (434) 982-4611

**Martin Best,  
Contract Administrator for Construction**  
Meb6n@virginia.edu or (434) 243-3541

**Julie G. Garmel,  
Contract Administrator for Construction**  
jg4e@virginia.edu or (434) 982-5361

**George Cullen,  
Contract Administrator for Construction**  
gec2n@virginia.edu or (434) 243-2373

**Kathy Yarmey,  
Contract Administrator for Professional Services**  
kky6p@virginia.edu or (434) 982-5943

## Health System Supply Chain Management Contacts

*Health System Supply Chain Management is responsible for the entire procurement process for the Health System, from requisition and contract negotiation through ordering, receiving, invoicing and payment. All Hospital construction is handled by Facilities Planning & Construction (see above).*

**Jonathan Hohman  
Supply Chain Management Director**  
Jdh8r@virginia.edu or (434) 984-2542

**James Keathley  
Supply Chain Management Administrator**  
Jpk7a@virginia.edu or (434) 982-3865

## Supplier Diversity Initiative Contacts

**Bill Cooper,**  
**Director of Supplier Diversity**  
coop@virginia.edu or (434) 924-7174

**Shannon Wampler,**  
**Supplier Diversity Coordinator**  
saw2w@virginia.edu or (434) 924-3173

**Lorie Strother,**  
**SWaM Contract Administrator**  
Ljs8n@virginia.edu or (434) 243-2373

**View the Supplier Diversity Newsletter:**  
[http://www.procurement.virginia.edu/  
main/diversity/DiversityNews.html](http://www.procurement.virginia.edu/main/diversity/DiversityNews.html)

## Certification is Non-Negotiable

As an agency of the Commonwealth of Virginia, the University of Virginia requires a Small, Woman, or Minority-owned (SWAM) business to be certified by the Department of Minority Business Enterprise (DMBE). Details may be found at <http://www.dmb.e.virginia.gov/swamcert.html> or by writing [SupplierDiversity@virginia.edu](mailto:SupplierDiversity@virginia.edu). Certification can normally be completed within thirty days.

The University of Virginia is a member of the Virginia Association of School, College, and University Purchasing Professionals (VASCUPP). VASCUPP members use a number of cooperative purchasing agreements. A list of these agreements may be found here: <http://www.vcu.edu/procurement/coopcon.htm>.



# Coop's Top 10 Hints for Your Success...



- 10) Know that for as good as your company is and for as much as UVa buys, there's a good chance that you won't be successful with selling to UVa.
- 9) Get an email address with a URL that markets your business and not the business of AOL, EarthLink, MSN, etc. For example, joe123@AOL.com says nothing about your business; however, joe@bestpainterco.com says to the reader more about Joe.
- 8) Learn how your business can benefit from the power of paperless transactions. They can be a source of savings to both you and your customer and a way to differentiate your firm from the competition.
- 7) Be able to speak readily about your firm's strengths and weaknesses. Highlight those things that will make your firm different from similar firms
- 6) Don't call to ask questions until you have searched for the answers in the many resources available to the public.
- 5) Ask for existing contracts and to review Request for Proposals from previous opportunities. Both can help you to formulate a business strategy.
- 4) Ask for a debriefing after every unsuccessful submission.
- 3) Attend a UVa vendor training session.
- 2) Develop a business strategy that matches your firm's competencies with the University's needs.
- 1) **READ** this document!



## Mission Statement

The Supplier Diversity Initiative's mission is to eliminate the excuses that would prevent the University of Virginia from being the best that it can be because it failed to diversify its supply chain. We strive to enable strategic and sustainable relationships with diverse firms through straight talk, business development, insuring access to information, and effective networking.