



Connect

Our Mission:

To increase purchases of goods and services by large companies and Government entities from Minority-Owned, Women-Owned, HUB-Zone, and Service Disabled Veteran businesses

USDC 2012

October 2012

Dear USDC Members:

It's hard to believe that we're into October already. This year has just flown by. I want to take a minute to thank Karl Harward for arranging to have Jim Phillips present at our September meeting. This meeting was one of my favorites this year. For those of you who didn't attend the meeting, Jim gave a fabulous presentation on branding yourself.

He made several points that I thought were very interesting. First: We are the marketing manager for ourselves. We all need to sell ourselves – brand who we are. What makes you, YOU? What do you have to sell or offer your clients that may be better or different from your competitors? FIND IT!

Second: We all need to find ways to be more visible and therefore more memorable. Some of his suggestions were: Offer to teach a class, write a newsletter, write a blog, sit on a panel at a conference or association meeting, or work on projects.

Third: Put together a trusted group of people who can be honest and constructive with you. Discuss what you can do to develop better brand loyalty.

Lastly, never underestimate the power of a hand written note. People appreciate being remembered. It's just one more way to keep your brand visible to your customers. Thanks Jim for your insight!

This month, you have another opportunity to put more arrows in your quiver. Instead of our regular meeting, we are partnering with the State of Utah Procurement Technical Assistance Center (PTAC) at their annual Procurement Symposium on Tuesday, October 23rd. The Symposium will include workshops on a variety of topics, as well as a vendor fair. You will have the opportunity to visit with buyers from large entities such as Hill Air Force Base, ATK, the State of Utah and other local government entities. To register for the symposium, go to: <http://www.business.utah.gov/ptac>.

And mark your calendar for our November meeting. Because Thanksgiving falls on the 4th Thursday, we will be meeting on November 15th instead. We are entitling this meeting, USDC Gives Back and it will be a lot of fun. We will be meeting at ARUP Laboratories and donating blood. The first 40 to give blood will receive a free pair of "Blues Brothers" sunglasses. Why, because Blood Donors ROCK! If the blood thing makes you queasy, we are also taking donations for Primary Children's Hospital. They are in need of baby blankets – so bring one or two along. We will have a guest speaker and luncheon at this event. Plan to be with us on November 15th.

Lots happening in the next couple of months. I look forward to seeing you at the PTAC Symposium on Tuesday, October 23rd at the South Towne Expo Center.

Marian Hein, President