



Happy New Year USDC (ers)!! I don't know about you all, but 2013 flew by for me. Here we are with a new year, new resolutions and new goals for our lives, families and businesses. One of those goals, of course is to sell more, increase our bottom lines (not to be confused with bottom ends) and build new and lasting relationships in 2014. So, if you are like me, you find yourself saying "what is one of the best ways we can achieve all of those goals?" Well, to help with the bottom end, I am determined to be at the yoga studio waaaay more often than I was last year. My appearance level was embarrassing.



But when it comes to my "bottom line", I know no (easy for you to say) better way to boost your sales than to JOIN and ATTEND your USDC (Utah Supplier Development Council) meetings. This year, our lineup will blow your socks off, so your toes better be pedicured (and for the guys, just clean and

Connect!

no fuzz). We will introduce you to some of the biggest businesses in the State of Utah! Your ticket to get in the door???

Wait for it . . . your membership and your FACE!!

January: [Exelis Aerostructures](#)

February: [L3 Communications](#)

March: [The Annual USDC Meeting @ ATK's Fabulous Cabin in Ogden Canyon \(if you haven't been there, you haven't been living your life...\)](#)

April: [Northrop Grumman](#)

May: [The Supplier Showcase @ The Larry Miller Campus \(this is the one I get to show off my stuff to the buyers – wahoo!!\)](#)

These are just an example of the events to come . . . and believe me, the rest of the year will continue to be just as awesome!! Who in there right mind would want to miss out on these opportunities?? It's not like I could just waltz over to Northrop Grumman and knock on the front door and say, "yo, so my name is Laura, and I was just in the neighborhood getting a diet coke, and so I thought I would just, like, maybe have a mad chat with your head purchasing guru . . . so, like, I'm in if you all are like, in?"

Ya, I don't think it's gonna go down like that . . .

Utah Supplier Development Council
The mission of the Utah Supplier Development Council (USDC) is to increase the purchase of goods and services by large companies and government entities from minority owned, women owned, HUB-zone and service disabled veteran owned businesses.

So, if you all want to be involved in the best kept secret, that we are trying NOT to keep, get your



Calendars, mark your monthly events, THE THIRD THURSDAY OF EVERY MONTH (generally), I know this month is different, but not normally and we will see you for improving revenues for 2014.

Try Something New –2014

Alex Lawrence showed our Board a grid to help identify new opportunities within our organization. I thought you might like to try it within your own businesses. It has been extremely helpful to us as we navigate growth and potential within USDC. Make a 4 Square Grid. Title each of them Strengths, Weaknesses, Opportunities and Threats. The top half are Internal and the bottom half are External. Prioritize the results and go out and kill 2014 with vigor!!!

Laura Nordfelt
President, USDC

