



## Newsletter - February 2016

Do you remember the movie Groundhog Day where Bill Murray's character relives Groundhog Day until he finally gets it right? Do you ever feel like that when you go to networking events? Talking to the same people, working the crowd in the same way? Collecting business cards only to leave them in your coat pocket or top desk drawer?

What can we learn from the movie? If we do things differently, sometimes one change at a time, we can make better use of our time at an event and eventually make a new deal. We could change up our approach by talking to people we don't know, instead of playing it safe with our regular group. Maybe you could go to a different event that may also take you out of your comfort zone. And possibly you could follow-up on the card you just got by sending that person a "nice to meet you" email after you return to your office.

When you come to a USDC monthly meeting, you have the opportunity to meet buyers in some of Utah's largest companies or prime contractors. Do you take advantage of this opportunity by meeting the buyers and exchanging cards? Do you talk to the people you are sitting next to during lunch? What could you do differently at the meeting to open doors to a deal? I would like to encourage you to replay your strategy in your mind and do something different this month.

We want to thank Raymond Christy, Disadvantaged Business Enterprise Coordinator, from Salt Lake City Department of Airports for inviting USDC members to attend the 2016 Procurement Event. It was a great opportunity for USDC members to not only meet buyers, but also learn about the plans for expansion of the Salt Lake, Tooele Valley and South Valley Region Airports. Hopefully, you will follow up with the contacts you made during that meeting and look for ways to connect.

This month we have the opportunity to meet with buyers from ARUP. This meeting will be held on Thursday, February 18<sup>th</sup> from 11:30 to 1:00 at the Governor's Office of Economic Development (GOED), in the Canyonlands Conference room; located at 60 East South Temple, 3<sup>rd</sup> Floor. ARUP Laboratories is a national clinical and anatomic pathology reference laboratory and an enterprise of the University of Utah and its Department of Pathology. ARUP employs more than 3,000 people and offers in excess of 3,000 tests and test combinations ranging from routine screening tests to highly esoteric molecular and genetic assays. Again, this meeting will provide you with a great opportunity to find out more about this growing company and their purchasing needs.

We are excited for 2016 and the companies we have lined up for you to meet with. We also want you to mark your calendar for our Annual Meeting on Thursday, March 31<sup>st</sup> from 11:30 to 1:00 at Zions Bank, Founders Room, One South Main Street, 18<sup>th</sup> floor. We have scheduled Chad Hymas to speak to us. This will be a phenomenal event that you won't want to miss.

I look forward to seeing you at our next meeting.

Randi Ruff  
President USDC

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*Connect!*