

# Did You Know ...

## Important Dates

Prime Contractors PAR Reports (i.e. subcontractor information, payments) are required to be submitted by the 15<sup>th</sup> of each month. Submitting required information on time positions the University to receive HUB credit for eligible expenses.

## Who Are We How Can We Help

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## Director's Corner



*Dr. Linelle Clark*

Dear Readers,

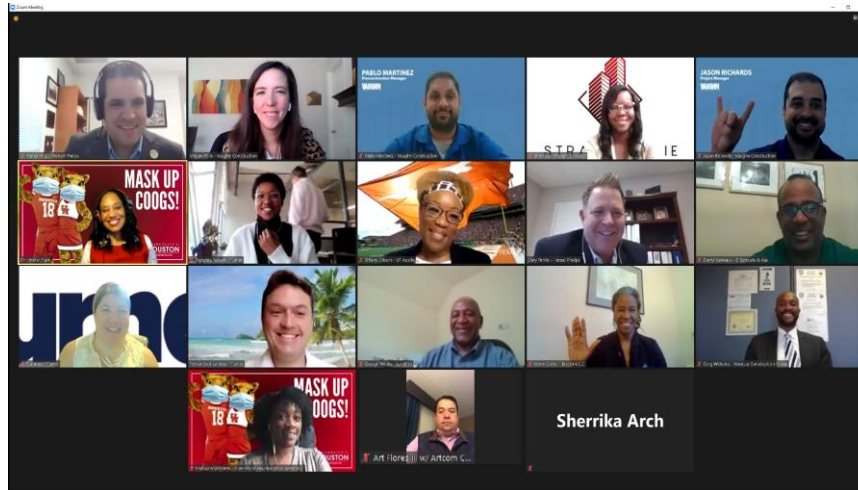
The saying, "Texas Strong" really hit home in February 2021 as people suffered from a winter storm that brought widespread power outages, icy roads, no water, and busted pipes. While UH was closed for a week like many of you the HUB Operations Dept. staff pushed forward providing HUBs with assistance and vendor outreach.



I am honored to share with readers, the University of Houston is the recipient of the **INSIGHT Into Diversity Jesse L. Moore 2021 Supplier Diversity Award**. The INSIGHT Into Diversity magazine is the oldest and only print diversity and inclusion publication in higher education. The INSIGHT into Diversity Jesse L. Moore Award, named in honor of longtime advocate and economic development pioneer Jesse L. Moore for his leadership in promoting supplier diversity and the success of minority-owned businesses. UH's selection for this award is attributed to the HUB Operations Department's work to engage and retain suppliers from underrepresented groups.

# Did You Know ...

## Ready, Willing & Able Virtual Matchmaking Event



Effective business networking is about creating trusting relationships. The purpose of the Ready, Willing & Able event held on February 9, 2021 was to help foster new Historically Underutilized Business (HUB)/General Contractor (GC) relationships and diversify the pool of qualified HUBs that GCs will more readily consider for current and/or future subcontracting opportunities. UH, UT Austin and UT System were invited to participate along with an invited General Contractor. Each GC invited a current or former HUB subcontractor and each HUB guest invited another HUB. The event was a resounding success as participants were provided the opportunity to interact, exchange information, and develop personal capital outside of the confines of a current project.

This virtual event included breakout rooms where HUBs shared with GCs and University representatives' information about the three biggest jobs they've worked on, how they've addressed a challenge on a project and other information a prime contractor should know about their business. General Contractors shared information about the process to get on their bidders list and the best way to be successful with their company as a bidding subcontractor.

Ready, Willing & Able participants included representatives from: University of Houston, UT Austin, UT System, Vaughn Construction, Turner Construction, Hensel Phelps Construction, Honesty Construction, LandPro, Straight Line Management, D Samuels & Associates, Artcom Communications and Bradlink LLC.

There was a plethora of good communication between participants that included tips for HUBs as well as feedback from HUBs to GCs. For example tips for HUBs included: (1) A subcontractor has one shot at demonstrating how well they can do the work and it is just as important as how they respond to mistakes and take accountability.

# Did You Know ...

## Ready, Willing & Able Virtual Matchmaking Event Cont.

(2) If the HUB pinpoints their specialties they will have a better chance of being awarded a subcontract for that specific service.

HUBs shared with GC's concerns they might not have readily been aware of and how significant an unresolved issue impacts their business. A few of the concerns shared by HUBs were:

- Communication – working through approvals; knowing who to speak with regarding different types of issues; points-of-contacts for payment issues
- Managing perceptions
- Other contractors having access to the job site before HUB firms do
- How the pandemic has significantly affected personnel
- Timely Payments /Cash Flow

During the sharing of HUB concerns a General Contractor (GC) acknowledged a better appreciation of prompt payment. The GC described his experience operating as a Joint-Venture for a project and not having the safety net of a large company to help him make payroll. This experience left him even more empathetic of subcontractors' anxiety regarding cash flow and the need to be proactive to help resolve HUB payment and the other challenges impacting subcontractors.

The UH HUB Operations Department plans to continue hosting Ready, Willing & Able Match Making events because--- ***Business is all about relationships...how well you build them determines how well they build your business---***Brad Sugars

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## Welcome to the New World of Virtual Presentations

Vendors not familiar with the use of a technology platform, e.g., how to share one's screen may find Zoom or other virtual platforms intimidating. Since the UH HUB Operations Department uses Zoom for our virtual events, we will be posting a Zoom Tip Sheet on our website under resources.

**Virtual Presentation Tips:** How a vendor presents their company virtually is just as important as if you were presenting in-person to a customer at an exhibit booth. A few suggestions to help improve the customer experience is (1) Practice, Practice, Practice your pitch: You can log into Zoom beforehand to see how you look and practice your elevator speech before a scheduled Zoom meeting. (2) Answer the customers' questions. Exhibitors at a minimum should consider being prepared to address the following:

- What makes your business stand-out from your competitors?
- What three things would a reference say about your business?
- Why should they do business with your company?

(3) Consider developing a brief power-point presentation to showcase your business and responses to the aforementioned questions.

(4) Have product examples readily available to display

# Did You Know ...

## Virtual HUB Vendor Fair (FY2021)

*“In a world that is constantly changing, it is to our advantage to learn how to adapt and enjoy something better.”* — Kenneth H. Blanchard

Due to the pandemic the HUB Operations Department (HOD) hosted the April 2021 HUB Vendor Fair as a virtual event. The plan is to continue hosting vendor fairs virtually which proved to be an efficient and effective delivery method. As one UH staff member shared with me, “I have limited time to visit with HUBs at an exhibit hall which may result in my missing an opportunity to visit with an exhibitors providing goods & services that may be of interest to staff in my College/Department”. Benefit of the virtual vendor fair for HUBs is knowing the specific date and time a vendor will be presenting and UH staff in attendance are those who really want to hear from exhibitors addressing their Colleges’ priority procurement needs. Colleges/Dept. Priority expenditure areas for FY2021 are:

- Medical Supplies
- Chemicals
- Information Technology (Hardware/Software)
- Printer/Scanner Maintenance
- Web Design
- Video Production
- Promotional Awards
- Embroidery
- Shredding Services
- Catering Services (To Go Cold & Hot Food)
- Furnishings
- Signage
- Event Planning (Full Service/Set-Up & Tear Down)

**UH staff can access exhibitor’s company information in the UH HUB Vendor**

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IS YOUR BUSINESS CERTIFIED AS A STATE OF TEXAS  
HISTORICALLY UNDERUTILIZED BUSINESS (HUB)?

AND

INTERESTED IN INCREASING UH STAFF AWARENESS OF  
YOUR BUSINESS?



Create your company profile in the UH HUB Vendor Database

<https://uh.edu/office-of-finance/hub/vendors>

For assistance contact Shalayna Williams at  
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# Did You Know ...

## Branding & Licensing Requirements

Vendors who wish to sell items or apparel with the University of Houston's name or trademarks for commercial purposes will need a license. This includes using trademarked logos for retail distribution or any business that advertises in order to sell products to faculty, staff, students or any campus units.

To become a licensee begin the process at: <https://affinity-gateway.com/signup>

## Affinity Licensed Product Licensing Process



### Get Licensed

Submit a streamlined online application and start the process licensed products.

1. Register for our online vendor Gateway.
2. Submit the online application.
3. Receive instant notification when you're approved.



Log In



Apply



Approved

Create a new vendor account today.

**REGISTER**

Do you already have a vendor account?

**LOGIN**

If you have any questions or concerns regarding the license approval process, please feel free to contact Patrick Mulligan at [license@central.uh.edu](mailto:license@central.uh.edu).

We are continuously working to make this newsletter beneficial to HUB vendors and UH Departments. Your feedback helps us determine what should be featured in future issues. What questions would you like us to answer?

Send all feedback to [swilli39@central.uh.edu](mailto:swilli39@central.uh.edu)