

## My IndyGo Story



**The McCormick Group is a public relations business with a dedicated practice serving transportation specific projects.**



**Matti McCormick**  
**President/Owner, The McCormick Group, Inc.**

### **Education**

Master of Business Administration,  
Marketing, Rutgers University, Graduate  
School of Business  
Bachelor of Arts, Liberal Arts, Hampton  
Institute, with Honors  
Continued Studies: Wharton School of  
Business at the University of Pennsylvania,  
Amos Tuck School of Business at Dartmouth  
College, and the J.L. Kellogg School  
of Business at Northwestern University

### **Registrations**

DBE, MBE, WBE with IndyGo

### **Certifications**

DBE Certified: Indiana, Ohio,  
Illinois and Michigan

MBE, WBE Certified: Indiana, City of Indianapolis

### **Recognitions:**

First Representative from the State of Indiana to be elected to the National Board of the Better Business Bureau  
Second Indiana business (following *Mays Chemical*) to receive the National Minority Supplier Development Award for Business Excellence and Civic Commitment



**Success is often viewed as a nexus between preparation and opportunity.** In leading The McCormick Group for the past three decades, experience has proved this to be true. The challenge is to continually prepare, expanding learning curves to meet client objectives, while building a skill set that will bring value. Of course, this formula works, only if you have a client partner equally committed to success solutions. **IndyGo is one of those partners.**

**My firm has been humbled and fortunate to work with IndyGo over the past few years.**

IndyGo staff provide a collaborative opportunity to receive input from their minority vendors. This builds an equity partnership from the beginning of project discussions. A partnership that demonstrates valuing minority vendor input. This also provides an opportunity for firms such as mine, to have continuity in project execution, transitioning from support to project leadership roles. Repeated business opportunity is a critical key. Having worked with multiple organizations both public and private, throughout our state, IndyGo has distinguished itself with building an excellent infrastructure for supplier diversity development and contract participation. Primes are monitored monthly on diversity contract awards, with reporting required from the diversity contractor and the prime. Transparency in bid announcements, and vendor selections are provided. Information is posted on the project website and emailed directly to IndyGo registered diversity vendors, eliminating any confusion. As a business owner, one of my most important responsibilities is the stewardship of managing payment receipt. With IndyGo, payment is consistently received within 30 days and direct bank wired. No 4 to 8 month delays here, as experienced in other venues, for many diversity businesses. Additionally, the IndyGo Division of Supplier Diversity maintains contact with minority vendors, promptly responding to any and all questions. This **consistency in execution, prompt payment and process transparency create a success culture within IndyGo that fosters economic growth for the supplier diversity community.** Success in the diversity business sector secures broader economic growth for the larger business community.

*To be a part of the success culture:*

**Preparation begins with strategic networking.** Think of networking as actually building a net, with woven threads representing people, prior projects, academic, social, and volunteer connections. **Then work your net.** Take time to identify where your services best fit. Do your research before you even call on a prospective client or submit a bid. Be inquisitive, ask questions, accept feedback, grow, and learn from it. When you attend a meeting or event give yourself a goal to identify a target follow-up. Send your follow-up the next day (include a point from your research) and ask for a meeting opportunity. I once waited until I and the person I wished to meet were the only persons left after a three hour event. From that introduction, I followed up, received an in person meeting and later a contract. Remember, do not hesitate to change your positioning if the path you have chosen is not working, find your assets, reposition as needed. Take advantage of the forums for learning provided by your target client. IndyGo offers an annual webinar series to understand its DBE goal setting process, and to define how to do business with IndyGo. Be there, **network strategically.**

**Make it a priority to be certified** in all categories which define your business. Certification affords you identification as a disadvantaged (DBE), minority (MBE), woman (WBE), veteran owned (VOBE), or disabled owned business (DOBE) enterprise, in the City of Indianapolis, and statewide, to primes who may be looking for partners within our city or state. **This is important because it broadens your marketing exposure** at no cost to you, while putting equity participation guidelines in place to include you. To decipher the certification choices, simply consider where the primary funding for a project originates. If from a federal source, then a DBE certification is required. In Indiana, this certification is only offered by the Indiana Department of Transportation (INDOT), if from the City of Indianapolis, or State of Indiana Department of Administration then an MBE, WBE, VOBE, or DOBE only from the City of Indianapolis. To protect these classifications, for the participants, applicants are required to

document that the business applying is majority owned and operated by the category either minority, woman, disadvantaged, veteran or disabled, of the applicant. The McCormick Group is currently certified as an M/W/DBE and has executed business from certification referrals in Ohio, Michigan, Illinois, and Indiana. **Once you are certified, register your business with IndyGo.**

*My lessons learned:*

Remember the nexus between preparation and opportunity. Understand what brings value to your client. Continue to grow your skill set. Envision the business platform on which you would like to be positioned. Let nothing deter you from reaching it.