

January 2021 Newsletter



**UNIVERSITY OF
SOUTH FLORIDA**

Office of Supplier Diversity

Don't Let 2020 Hold You Back!

Running a successful small business isn't an easy task and it can be a challenge to move out of your comfort zone. Yes, businesses worldwide have suffered drastically in 2020, but don't let the pandemic hold you back! The New Year is here, and while there may be more challenges ahead, there will also be more opportunities in spaces you never thought about. To conquer these new opportunities here are some tips that can help you get to where you want to be business-wise.

- Focus on building lifelong relationships.
- Know and focus on your core customer.
- Social media is one of the most critical tools in your arsenal.
- Direct connections drive loyalty and interest.
- Reach out with concise offers.

To learn more details about these tips [click here](#).

Tips for Success!

Despite the challenges 2020 dumped on us, we can still come out strong. Here are the seven best ways to grow your business. Use each tip to help your team stay rooted in strategy, intuition, and hope.

- Budget Well & Plan Accordingly.
- Make Sure Your SEO Is Up & Running.
- Extend Your Reach—Invest in Paid Social.
- Personalize through Automation.
- Let Your Data Do the Talking.
- Build from Within—Elevate Your Company Culture.
- Establish the Right Connections.

For further details on these tips [click here](#).

Current Opportunities

Procurement Services supports the departmental sourcing efforts and ensures compliance with all applicable laws and policies. In addition, Procurement Services leads public solicitation events to acquire certain commodities and services which are widely used by USF or meet a certain spend threshold currently designated by the [Florida Board of Governors](#) regulations.

Current USF Opportunities:

USF Business Cards and Letterhead Printing Services

USF is seeking to engage with a printer to provide Printing of USF's Business Cards and Letter Head. Scroll down for more Event details.

Owner-Controlled Insurance Program for Construction

Seeking a provider for services for an OCIP (Owner-Controlled Insurance Program) for various capital construction projects which exceed \$10,000,000 in construction value. Additional details below.

Please visit USF's [Public Solicitation Portal](#) for detailed information and to respond.

Calendar/Events

Tampa Bay Chamber of Commerce

Networking 101

Friday, 2/5/2021

Virtual 8:30 AM-9:30 AM

SBDC

Starting Your Business

Tuesday 2/2/2021

Virtual 10:00 AM - 11:00 AM

Financing Your Business

Tuesday, 2/9/2021

Virtual 10:00 AM - 11:00 AM

USF Office Of Supplier Diversity & Manasota Black Chamber of Commerce

Thursday, 3/25/2021

Online 1:00 PM - 2:00 PM

More Details to Follow