

# LOUISIANA BUSINESS JOURNAL

## Diversity Outreach & Subcontracting Opportunities

Small Business Exchange, publishers of the Louisiana Business Journal, in accordance with section 8 (d) of the Small Business Act, is positioned to assist companies to strengthen their compliance with subcontracting plans and to partner with the private sector in expanding its supplier diversity programs.

SBE's unique business database provides a central location for disadvantaged, minority, woman, disabled-veteran and other small businesses. With the utilization of the 4-step marketing process and legacy database which houses thousands of certified businesses SBE has become an outreach standard.

### Our B2B database creates a bridge to opportunity

Our legacy database contains the profiles of companies throughout the state.

The database gives subscribers access to bid and RFPs and business referrals that include both certified small minority, woman, disadvantaged, and disabled veteran businesses and businesses that are potentially certifiable. Each business record contains 35+ fields of information including contact information, certifications, business SIC/NAIC codes, and much more. SBE imports businesses from multiple nationwide sources including SBA CCR, State DOT DBE's, over 60 city and state universities, and businesses certified by many local agencies.

"Thanks-a-million for extending the invitation to be on the Louisiana Business Journal's broadcast . . . There is no doubt that it's a program "of substance". From a Louisiana Department of Transportation and Development's perspective, it availed every relevant opportunity to inform the listening audience. . . It also served as an educational forum. Just as important, it connected the listening audience with direct call-in and response to the program's panelists. All in all, it was a tie that "binds the community".

- Roy Quezairre, Legislative Liaison,  
LA Dept. of Transportation & Development

"In order for DBEs to effectively compete and grow their businesses, it is important that they gain access to available capacity building resources. The Louisiana Business Journal Radio Show is a great venue to provide entrepreneurs in the greater New Orleans area with specific information related to these resources, that will impact the viability of businesses in our DBE community".

John W. Matthews, Jr.  
Louisiana Economic Development

#### ONE LOCATION...Thousands of Certified Businesses

- SBE imports State DOT DBE's (nationwide)
- SBE imports US SBA "CCR" listed businesses (nationwide)
- SBE maintains businesses certified by many local agencies

#### SBE IS AN OUTREACH STANDARD!

- Listed in plans and specs of many local agencies
- Utilized by many agencies and primes

#### TARGETED MAILING/FAXING/EMAILING

- By focus group, industry type(s), certification and other requirements
- Complete logs

#### TELEPHONE FOLLOW-UP

- Script tailored to project needs, four standard or individualized questions
- Interested companies directed to bidder.

#### SUB-BID REQUEST ADS

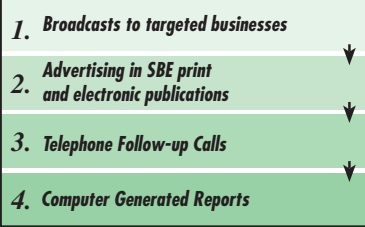
Place a Sub-Bid Request Ad in a SBE trade and focus publication:

- Louisiana Business Journal Weekly Newsletter
- Louisiana Business Journal Monthly Newspaper
- Louisiana Business Journal website  
[www.louisianabusinessjournal.com](http://www.louisianabusinessjournal.com)

#### COMPUTER-GENERATED REPORTS

- Full documentation, tailored to agency requirements

#### SBE's 4-Step Marketing Process



...Also, LBJ offers a **lagniappe** for every advertisement purchased in the newspaper- FREE follow-up E-Blast and to companies matching your purchasing needs

201 St. Charles Ave. Suite 2500  
New Orleans LA. 70170  
Tele (504) 599-5668  
Fax (504) 524-7979  
[lbj@sbeinc.com](mailto:lbj@sbeinc.com)  
[www.louisianabusinessjournal.com](http://www.louisianabusinessjournal.com)

