To: Whom it May Concern

From: Bruce Cherrin - CPO

Subject: Appointment – Small Business Liaison Officer (SBLO)

Date: May 11, 2018

The University of New Mexico is firmly committed to the growth and continued success of its Supplier Diversity Subcontracting Program. It is this firm’s commitment and desire to focus the collective efforts of the organization that initiated the position of the Small Business Liaison Officer (SBLO).

Robert Ortiz was appointed to this position on October 1, 2017 to serve as a conduit to the University of New Mexico’s executive management, operations, customers and the small business community. As the company continues its efforts to increase business with the U.S. Government his contribution will be a valued asset in developing an outstanding small business subcontracting program. In implementing this program, he will have my full support and cooperation for the ongoing efforts in promoting our Supplier Diversity Subcontracting Program and helping to increase our market share with the U.S. Government.

In accordance with Company Small Business Policy, FAR part 19 and 52 and as outlined in all the requirements of the Federal Agency’s Small Business Offices and the Small Business Administration, Robert will work to leverage the strengths of our organization, develop best practices and strive for excellence in the utilization of small business. He will provide leadership to the University of New Mexico’s acquisition teams. Robert possesses extensive experience in the area of small business programs and will be an active member in organizations that advocate small business.

The University of New Mexico recognizes the value in subcontracting to qualified small businesses. It is our policy to provide maximum practicable opportunities in its acquisition to all small business concerns. Such concerns are provided with the maximum practicable opportunity to participate as subcontractors in our contracts awarded by Federal Agencies consistent with efficient contract performance. Our Supplier Diversity Subcontracting Program counsels and assists small business concerns and assists contracting personnel to ensure that a fair proportion of contracts for supplies and services are placed with small business. This policy has several goals: (1) to stimulate competition in the marketplace; (2) to ensure the continued existence of small business concerns; and (3) to provide a broad base of capable suppliers. We view small business utilization as a crucial part of our overall strategy.

Bruce Cherrin, CPO – The University of New Mexico