



Tasha Phelps

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Tasha Phelps is significantly experienced in using technology to manage information. She attributes her methodologies to be driven by lessons learned both on jobsite and through higher education. Being able to FIRST understand the nature of an issue, followed with the capacity to RESOLVE it, has created a competitive advantage for her company. She's quick to share that proper management of data is critical to the *quality* of that data and the success of its utilization.

In the end, Ms. Phelps believes it's all about strategy. Strategic integration of technology is often overlooked, but when a company like Phelco Technologies solves business problems with a technological application, the outcome is quite powerful.

As a recent monthly columnist and contributing writer for Indianapolis Woman Magazine, she wrote about issues related to business development and growth strategies for continuous improvement. She has not only trained others on appropriate use of technology, but has also developed collegiate material for entrepreneurial ventures, and believes that the balance of knowing WHAT to do is equally as important as HOW to do it. As a requested speaker and panelist in business development initiatives, Ms. Phelps is eager to share her experiences and knowledge of her industry and her journey into business ownership.

... College Course Development

"How to Get Published"

Indiana University – Kokomo (February 2004)

I developed and instructed a course for the continuing education department at Indiana University. The course was devoted to helping authors understand the steps necessary and the people involved when getting published. The class considers components such as Self Publishing, Distribution, Marketing/Promotion, Licensing, Copyrighting, ISBN numbers & Barcoding.

"How to Get In The Music Business"

Indiana University – Kokomo (March 2004)

I developed and instructed a course for this continuing education division of Indiana University. The class was devoted to demystifying the myths of 'overnight success' stories, and really capture the essence of what is involved with getting on the radio. The class was also developed to invite a panel of industry reps to talk about radio quality of tracks, demo production and artist management.

... Speaking Engagements

(November 2009)

HUsB Coordinators Annual Meeting – Indianapolis, IN

Outreach for Highly Underutilized small Businesses

Topic: Positioning Your Business for Growth with Corporate America

The HUsB Committee is comprised of the Small Business Coordinators at major corporations. Phelco redesigned the committees website and integrated key elements of information to address building a stronger business. I was asked to present and unveil the new website to the business community.

(November 2008)

Indiana Department of Administration – Indianapolis, IN

Maximizing Opportunity & Minimizing Liability

This particular event was a collaborative effort between the Minority Business Development offices for the State of Indiana and the City of Indianapolis. The purpose of the event was to provide a “forum” where sub-contractor’s can hear first hand information from primes, certified MWBE’s and legal counsel who have experience in contracting negotiations with government entities. The goal of the panel was to offer tips and advice to help guide subcontractors into successful subcontracting negotiations.

(June 2008)

ITEC 2008 – Indianapolis, IN

Annual Technology Exhibit & Conference

Topic: Flirting With Disaster: Business Continuity in 2008

Business continuity planning and disaster recovery are processes that can help your organization respond to any disruptive event. Whether that event is a hurricane, or an unexpected power outage caused by a traffic accident down the street or even applications that malfunction due to an attack, you need a plan to safeguard your data.

(July 2007)

Indiana Black Expo – Indianapolis, IN

Indiana Black Expo Business Conference – Economic Development Roundtable

Topic: Preparing Minority and Women Businesses for Global Supplier Diversity

This panel was comprised business persons who understand the planning and implementation of a strategy to compete in a global economy.

(June 2007)

ITEC 2007 – Indianapolis, IN

Annual Technology Exhibit & Conference

Topic: Avoiding Disaster: Building Your Own Business Continuity and Disaster Recovery Plan

I focused this session on how to identify an organization's most crucial systems and processes and the most technically and economically feasible recovery times and recovery points. I also focused on how to ensure proper protection for servers, as well as company desktops and laptops.

(June 2006)

ITEC 2006 – Indianapolis, IN

Annual Technology Exhibit & Conference

Topic: Servers on a Shoestring - How to get more bang for your buck

I was asked to speak at the 2006 ITEC Conference in Indianapolis, IN as a part of the **SolutionBuilder Conference Program** because of my tireless efforts to help clients be prepared for disaster.

(February 2006)

Women in Construction Conference

City of Indianapolis

Topic: Recognizing IT in Construction Design Phase

My specific topic related to plans and specs for (any given) construction project, and why Information Technology is often overlooked in the initial design in a Construction project.

(February 2006)

National Association of Women Business Owners – Indianapolis, IN

Monthly Luncheon

Topic: The Challenges for Women in Technology

Spoke to a group of women business owners about the complexities of being small, minority, and in a gender-biased industry.

(May 2005)

Indianapolis Urban League - Indianapolis, IN

Soon to Make A Difference

Topic: Women In Business

Spoke to a group of young teenage girls who are pursuing educational goals over the summer. In the mentoring session, I spoke about women in business, minorities in business, running a business and the importance of each of their current classes.

(December, 2003)

New Augusta Middle School - Indianapolis, IN

Team Galaxy Career Day

Topic: Entrepreneurship

Spoke to a select group of 6th graders about current profession and what it takes to be an entrepreneur. Agenda for the day included: Describing current position within the company, Education needed to perform these duties, Question/Answer period, Demonstration (if applicable), Time to pass out handouts / promotional materials.

(March, 2003)

Women & Hi-Tech Speakers Bureau - Indianapolis, IN

Women in Business

www.bbbsi.org

Topic: Women in Business

Spoke to a group of young pre-teen girls in the Big Brothers Big Sisters program about being a woman in business and the obstacles I faced. Speaking time was approximately 20 minutes, followed by Q & A. The pre-determined subject allowed the young girls to participate in active discussion of their goals, aspirations, and ways to plan.

(December, 2000)

St. Josephs College – Rensselaer, IN

www.saintjoe.edu

Topic: Electronic Resumes

Spoke to a group of students on the importance of an online resume, how to differentiate theirs from their peers, and how to market it. Presented samples of scannable, internet, and html electronic resumes and analyzed the components that are important to each type in order to build an effective online resume.

(May, 2000)

Indiana University – Bloomington, IN

Leadership Training for Technology Coordinators Workshop

www.indiana.edu

Topic: Website Planning & Integration

Spoke to a group of technology coordinators for various school systems about how to plan a website for their schools that would showcase the events that taking place with respect to technology. Conducted an interactive 'brown paper' exercise that helped illustrate considerations that have to be given to finance, marketing, and operations – as they relate to the implementation of a website.

(May, 2000)

Indiana Department of Education – Indianapolis, IN

Principals Technology Leadership Training

Topic: Your School's Website: Is it "Connecting" to Your School Community Audience?

Spoke to a group of principal's about the functionality of their respective school's website and how effective it was at communicating their message. Gave tips and ideas for designing a website for the most effective use; Went through a live (online) display of good and bad sites that identified specific issues that are sometimes unnoticed in web development.

Publications

Indianapolis Woman Magazine:

DED 2008	"Employment Victimization – Solutions in Today's Economy A Profile of an Innovative Business Model"
NOV 2008	"The Art of Philanthropy"
OCT 2008	"Developing The Next Generation of Female Business Leaders and Entrepreneurs"
SEPT 2008	"Emergency Preparedness is Essential to Building Business Continuity"
JULY 2008	"Communication Techniques in the 21st Century - Building a Bridge for Successful Professional Growth"
JUNE 2008	"Women in the World of Technology – Has the Paradigm Shifted?"
MAY 2008	"The Inside Edge on the Fast Track – Women Create Impact at the IRL"
APR 2008	"Building a Strong Business Plan With Strategy"
MAR 2008	"Women in International Business: Overcoming Challenges Through Opportunity"
FEB 2008	"Is It Time? Making the Decision to Move into Commercial Office Space"

Awards / Recognitions / Honors

2010 – MIRA Award Nominee
 2010 – Center for Leadership Nominee
 2009 – Mayor's Diversity in Business Award
 2009 – Indiana Torchbearer Award Recipient
 2008 – Indy's Best & Brightest Finalist (Technology)
 2007 – Indianapolis Business Journal "40 Under Forty"
 2007 – 08 Who's Who in Black Indianapolis
 2005 – 06 Who's Who in Black Indianapolis
 2001 – Recognition Award for Service, American Marketing Association
 2000 – Appreciation Award, Muscular Dystrophy Family Foundation ®

Clubs / Community Involvement

National Association of Women Business Owners

- o Board of Directors (2005 – 2008)
- o Branding & Awareness Committee (2006 - 2008)
- o Education & Training Committee (2008)
- o Holiday Luncheon Committee (2007)

Women & Hi-Tech

- o Member (present)
- o Webmaster (present)

Columbia Club

- o Columbia Club, Member (2000 – present)
 - MADE HISTORY: 1st African-American Woman to hold an INDIVIDIAL / INDEPENDENT membership
- o Columbia Club Women's Forum Steering Committee (2003)
- o Marketing & Communications Committee (2003)

Muscular Dystrophy Family Foundation

- o National Board President (2002)
- o Board of Directors (1999 – 2002)
- o Chair, Strategic Long-Range Planning Committee (2001)

Indiana University – Kokomo

- o Kelley School of Business Advisory Board (2006 – 2010)
- o Entrepreneur & Technology Steering Committee (2004 - 2007)
- o Entrepreneur & Technology Panel (2004 – 2006)
- o Lilly Grant Advisory Committee (2004)
- o Adjunct Faculty (2004 - present)
- o Entrepreneur & Technology Panel (2003)

Additional Civic Participation & Volunteer Efforts

(Current)

- o Commissioner, Indianapolis Metropolitan Development Commission (2010 – present)
- o Board Member, IndyMet High School LTI Advisory Board (2009 – present)
- o Council Member, Greater Indianapolis Chamber of Commerce – Education & Workforce Council (2007 – present)

(Expired)

- o Member, Indianapolis Rotary Northeast (2005 – 2007)
- o Improvement Committee, Fall Creek Valley School (2005-2006)
- o Volunteer, National Coalition of 100 Black Women (2004)
- o Member, Indiana University Alumni Association (1999 – present)
- o Board of Directors, American Marketing Association - VP, Database Services (1999 – 2001)
- o Mt. Pleasant Baptist Church Youth Mentor (1997)
- o Volunteer, Dallas County Court Appointed Special Advocate – C.A.S.A. (Dallas, TX – 1995)