



# STATE OF INDIANA

Eric J. Holcomb, Governor

DEPARTMENT OF ADMINISTRATION  
Division of Supplier Diversity

Indiana Government Center South  
402 West Washington Street, Room W462  
Indianapolis, IN 46204

August 12, 2022

Mr. Todd Muffley  
**Plan B Marketing, Inc.**  
1040 Pennington Way  
Indianapolis, IN 46074

Subject: Indiana Veteran Owned Small Business Enterprise Certification

Dear Mr. Muffley,

Congratulations! The Indiana Department of Administration Division of Supplier Diversity ("Division") is pleased to inform you that **Plan B Marketing, Inc.** is hereby certified as an Indiana Veteran Owned Small Business Enterprise ("IVOSB").

Your company provides a commercially useful function in the areas listed below. Only work performed in these areas will be counted as IVOSB participation:

#### UNSPSC CODE(S)

<i>Code</i>	<i>Description</i>
80141618	Sales marketing agencies including print

**Plan B Marketing, Inc.** certification is valid from **August 12, 2022**, through **August 12, 2024**. Annually, the company must complete the Affidavit of Continued Eligibility Form and submit it to the Division. The company must complete the recertification process every two years. The Division recommends that you start this process at least 90 days before the expiration of the company's certification to avoid any lapse in your certification. More information regarding this process and additional information about the IVOSB program and available opportunities can be found at: <https://www.in.gov/idoa/2863.htm>.

Referencing: Plan B Marketing, Inc.

Please contact our office at (317) 232-3061 or [indianaveteranspreference@idoa.in.gov](mailto:indianaveteranspreference@idoa.in.gov) if you should have any questions or concerns.

Sincerely,

*Kesha Rich*

Kesha Rich, Deputy Commissioner  
Indiana Department of Administration  
Division of Supplier Diversity