



STATE OF INDIANA

Mike Braun, Governor

DEPARTMENT OF ADMINISTRATION

Division of Supplier Diversity

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

June 22, 2026

Mr. Todd Muffley
Plan B Marketing, Inc.
1040 Pennington Lane
Westfield, IN 46074

Sent via email: todd@think-b.com

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 towards IVOSB participation:

UNSPSC CODE(S)

<i>Code</i>	<i>Description</i>
80141505	Marketing plans
80141618	Sales marketing agencies including print
82131603	Video production services
82141501	Layout or graphics editing services

Plan B Marketing, Inc.'s certification is valid from **June 22, 2026**, through **June 22, 2028**. 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 prior to the expiration of the company's certification to avoid any lapse in your certification.

Referencing: Plan B Marketing, Inc.

More information regarding this process, along with additional information about the IVOSB program and available opportunities, can be found at: <https://www.in.gov/idoa/2863.htm>.

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

Sincerely,

Peter Sobun

Peter Sobun, Division Director
Indiana Department of Administration
Division of Supplier Diversity

PS/jm