

# Vendor Liaison: Goals for 2025

Presented MAURIA STRAWDER

## The Vendor Liaison



Mauria Strawder has been with Marion County for three years, beginning her career in Human Resources before transitioning to Procurement Services.

As the Vendor Liaison, Mauria is dedicated to fostering strong, productive relationships between Marion County and its vendors. In her time in this role, she has successfully added 43 new vendors to the Local Vendor Directory and has established partnerships with the CEP, the City of Ocala, and various neighboring agencies.

Mauria is passionate about her work and is eager to continue building business relationships that benefit the community.

## Vision Statement



"Through fostering a competitive marketplace, Marion County will deliver exceptional public services, help drive economic growth, and support local businesses, while safeguarding taxpayer dollars."

## Vendor Liaison Goals 2022/23 vs. 2024



### Vendor Liaison Goals – 2022/23

- Increase Local Vendor Participation
- Training Session-Targeting Local Vendors
- Attend Reverse Trade Shows
- Revamp Public Procurement Website
- Create an Outreach Program

### Vendor Liaison Goals - 2024

- Continue to Increase Local Vendor Participation
- Training Session- Created Vendor Academy- Hands on training on "How to Do Business with Marion County"
- Built the foundation for our own Reverse Trade Show
- Public Procurement Website has been revamped
- Created a Vendor Newsletter, built a social media presence, and established networking events

## 2025 Goals for Vendor Relations



Events for Vendor  
Interaction with  
Agencies



Informed  
Vendor Base



supporting  
local business  
Grow the Local  
Vendor  
Directory



Build Stronger Social  
Media Presence



Improve  
collaboration with  
other Agencies

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## HOW TO MEET OUR GOALS



### Strengthen Vendor Relationships

- Regular communication
- Host events



### Network and Engagement

- Participate in industry events
- Build relationships with surrounding agencies



### Training and Development Programs

- "How to do Business with Marion County"
- Partner with other agencies



### Utilize Social Media

- Solicitation Notifications
- Event notices

## Upcoming Events- Save the Date



### January 8, 2025 & July 9, 2025

Meet the Departments - This event aims to promote collaboration, support local vendors, and strengthen the connection between vendors and end users.



Scan Me

### June 18, 2025

Reverse Trade Show - This event is designed to strengthen and expand relationships between vendors and government agencies, offering valuable insights and growth opportunities.



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### Throughout the Year

Vendor Academy - How to do Business with Marion County. It will be offered in-person and online.

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## QUESTIONS



# Any Questions?

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