



WRMSDC 2017 Annual Report



KAISER PERMANENTE®



National Supplier Diversity leverages Kaiser Permanente's buying power to make a sustainable impact on the total health of the communities we serve.

Our mission is to ensure the dollars spent by Kaiser Permanente contribute to economic and environmental health and reflect the diversity of the communities we serve.



To find out how to become a Kaiser Permanente supplier visit our website: supplierdiversity/kp.org

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About Us

Who We Are

The Western Regional Minority Supplier Development Council (WRMSDC) supports the growth and welfare of minority communities by championing the use of minority-owned businesses in Northern California, Nevada, and Hawai'i. We advance business opportunities for certified minority business enterprises and connect them to Corporate Members. Our parent organization, the National Minority Supplier Development Council (NMSDC), helps over 12,000 minority businesses connect with major Fortune 500 corporations and their prime suppliers every year.

What We Do

Provide Minority Businesses Access to Our Four Pillars:

CERTIFY: Nationally-recognized ethnic minority business certification

DEVELOP: Education and training

CONNECT: Business events (expos, seminars, matchmakers)

ADVOCATE: Buyers, bids, and contracts

Provide Corporate Supporters Access to:

- Certified minority suppliers in diverse industries
- RFP & contract distribution outlets
- Supplier Diversity program development
- Supplier referrals
- Business events & private VIP events

Message From the Council

2017 was a significant year for the Council. It marked our 40th year of service to the minority business community and the Corporations that support inclusive supply chain practices. We are proud to share this annual report with you as a historical record of the progress that can be achieved through partnership and collaboration.

There were so many milestones in 2017. It is difficult to list them all, but for posterity's sake, I'll give it the old college try:

In 2017 **your** Council:

- Grew Corporate membership by 61%
- Demonstrated superior financial stewardship and management by eliminating operational deficits
- Increased Platinum Members by 50%
- Added two Board of Directors Members
- Held Board of Directors strategic planning follow-up session
- Launched All Money is Green Committee
- Remained one of the top performing NMSDC councils

There are more accomplishments to list, but I will stop here to say that your support and hard work **are** making a big difference in our community. This success has only been achieved by our Corporate Members recognizing that the Council is not simply another supplier to exchange money for goods and services; instead, we are a vital part of each corporate organization. Just as our Corporate Members use distribution networks and Value-Added Resellers (VARs) to deliver their products and services more effectively, the Council is a distribution network and VAR to our Corporate Members in delivering support to communities of color.

Regardless of which current issues matter to you the most, Supplier inclusion and **your** Council play significant roles in addressing challenges related to access to education and healthcare, income disparity, talent shortages, reducing crime, fixing our schools and infrastructure, job creation, and affordable housing.

Thank you for your support. I look forward to focusing on stabilization and growth during 2018. I wish good health and prosperity to you and your loved ones in the coming year.

Sincerely,



Cecil Plummer
President and Chief Executive Officer
Western Regional Minority Supplier Development Council

Highlights, Awards and Achievements

And the winner is WRMSDC

- Ranked #5 out of the 23 Minority Supplier Development Councils throughout the nation
- Tied an NMSDC record by capturing three out of the four national recognition awards for having our class 1, 2 and 4 MBEs named National Supplier of the Year by NMSDC
- Five of our Corporate Members were recognized as Corporation of the Year in various categories by NMSDC
- Honored at NMSDC's 45th anniversary for having three of our Supplier Diversity professionals recognized in the top 45 most influential leaders in NMSDC history
- Received the 2017 Trailblazer Award from the Commissioner of the California Department of Insurance for excellence in Supplier Inclusion

Connection and Development

- We sold out three of our signature events
- We graduated the first group of mentees from MGM Resorts Mentoring Program
- Delivered an access to capital event for Cardinal Health, a prime supplier of Kaiser Permanente
- Held three collaborative events with other Community-Based Organizations
- Launched our first cohort (which included WBEs) of the Business Growth Accelerator Program in partnership with JFK University

*State of California
Insurance Commissioner*

Insurance Diversity Trailblazer

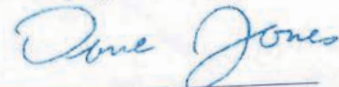
Awarded to

*Western Regional Minority Supplier
Development Council*

The California Department of Insurance is proud to recognize **Western Regional Minority Supplier Development Council** as a Diversity Trailblazer for your organization's strong commitment to diversity and your successful and innovative approaches as a trailblazer for diversity in the insurance industry.

Congratulations!

Presented this 28th day of November, 2017



DAVE JONES
Insurance Commissioner



Most Influential

In 2017, the National Minority Supplier Development Council recognized its top 45 Most Influential Leaders in their history and selected three of our Supplier Development professionals.



Joan Kerr

Joan Kerr is PG&E's Director of Supplier Chain Responsibility (Supplier Diversity, Sustainability and Ethics). Under her leadership PG&E has more than tripled its annual spend with diverse business enterprises, exceeding \$2B (>40%) of total procurement in each of the last five years. Prior to joining PG&E, Joan served as Executive Director of AT&T's Supplier Diversity Program where she led the creation of a best-in-class program. She has received multiple prestigious awards for her innovative work in Supplier Diversity, including the first-ever NMSDC Trailblazer Award.



Kathleen Trimble

Kathleen Trimble is Vice President of Supplier Diversity at Robert Half (NYSE: RHI), the world's first and largest specialized staffing firm. She is responsible for the management of the company's U.S. supplier diversity. Considered one of the First Ladies in Supplier Diversity, Trimble has been recognized as WRMSDC's Supplier Diversity Coordinator of the Year and Presidents Award Winner for her community impact, Astra Women's Business Alliance for Northern California's Advocate of the Year, and a member of the Women's Business Enterprise National Council Hall of Fame. Trimble currently serves as secretary and was formerly Past Chair for WRMSDC's Board of Directors.



Scott A. Vowels

Scott A. Vowels currently manages the Supplier Diversity Business Unit for Apple where the team has elevated the company's utilization of diverse suppliers year over year to achieve more than \$1B in verifiable spend in 2016, earning Apple a seat on the prestigious Billion Dollar Roundtable. Scott is also widely known within the Diversity & Inclusion network for his trailblazing work around the Economic Impact of small business and supplier diversity.

National Supplier Winners

Class 1



Sumnu Marketing | Shaundell Newsome, Founder and Visionary | Las Vegas, NV

Class 2



ICE Safety Solutions | Pamela Isom, President | Fremont, CA

Class 4



ATR International | Andrea Brenholz, Chief Strategy Officer photographed with Louis Green, NMSDC Interim President

Our Minority-Owned Businesses

Certified Minority Businesses

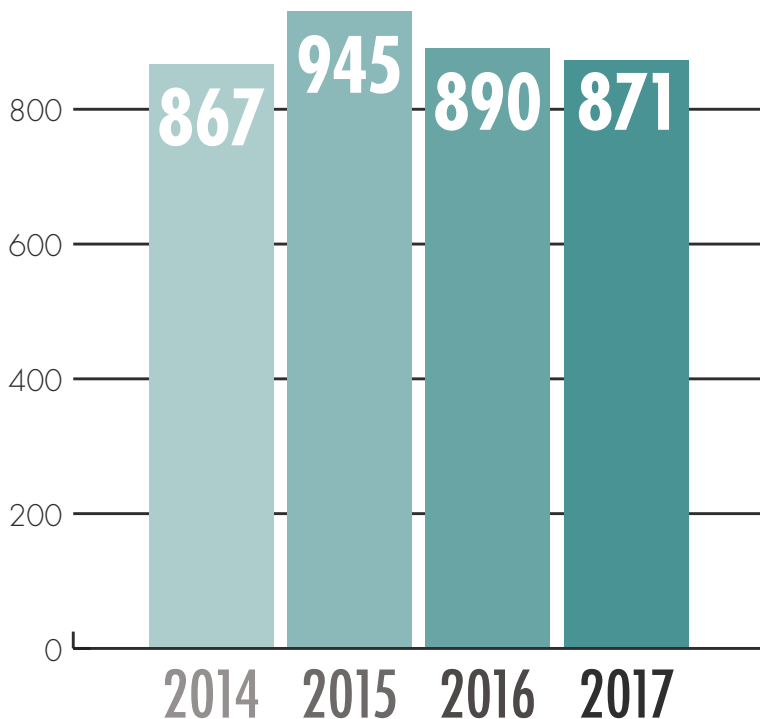
Companies must be Northern California, Nevada, or Hawai'i ethnic Minority-owned Business Enterprises (MBEs); 51% or more ethnic minority-owned, operated by a US citizen from the following groups: African American, Asian, American/Asian Pacific, Asian Indian, Latino (and Afro-Brazilian), Native American, Native Hawaiian; and for-profit businesses.



2017 Year End Certified MBEs by State



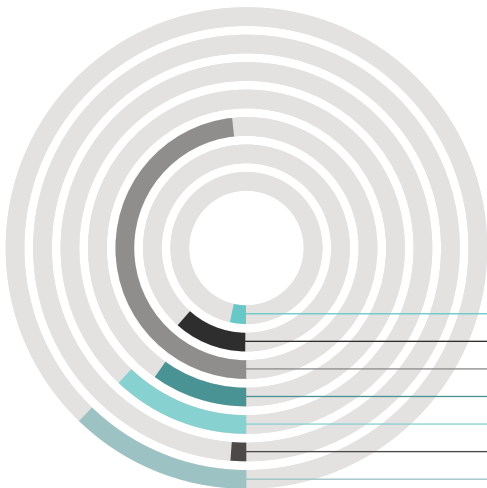
Year End Certified MBEs





2017 Certified MBEs by Ethnicity

205	ASIAN INDIAN
285	ASIAN PACIFIC
153	AFRICAN AMERICAN/BLACK
209	HISPANIC/LATINO
19	NATIVE AMERICAN



2017 Certified MBEs by Industry

28	BROKERS
101	CONSTRUCTION CONTRACTORS
429	CONSULTANTS
86	DISTRIBUTORS
106	MANUFACTURERS
12	MANUFACTURER REPRESENTATIVES
109	SERVICES CONTRACTORS

609
MALE

262
FEMALE

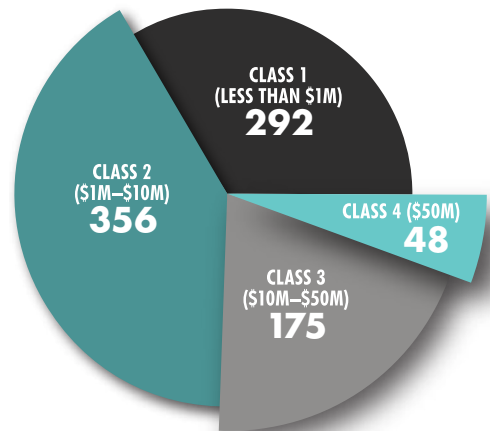
2017 Certified MBEs by Gender

Total Revenue:



\$13,143,506,294

2017 Year End Certified MBEs by Class



MBEs Should Have

- The capacity to provide goods and services to Fortune 500 corporations or their prime suppliers
- Experience working with major corporations
- Broad geographic coverage
- The capacity for growth

Board of Directors



Richard Chacon

Chair
MUFG Union Bank, N.A.



Tanya Nixon

Vice Chair
Kaiser Permanente



Kenyatta Lewis

Secretary
MGM Resorts International



Kathleen Trimble

Immediate Past Chair
Robert Half



Salvador Peinado

Treasurer
CSAA Insurance Group



Jessica Rosman

Certification Chair
Caesars Entertainment



Joan Kerr

Pacific Gas and Electric
Company



Lisa Castillo

AT&T



Lynn Reddick

Federal Reserve Bank of
San Francisco



Melinda Garcia

Garcia & Gurney ALC



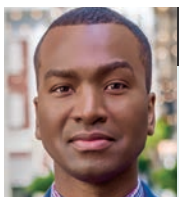
Bob Thompson, II

Lockheed Martin Corporation



Juan Elias

IBM



Lance Dorsey

McKesson Corporation

MBE Input Committee



Norberto Velez

Chair
Customized Performance, Inc.



Elizabeth Tsuji

Vice Chair
Keystone Gifts



Ranjani Mohana

Secretary
R Mo Business Solutions



Oscar Aliaga

NV Representative
Codale Energy Services
& Supply

Committees

All Money Is Green (AMIG):

Chair: Dicran Arnold – World Wide Technology

Vice Chair: Lizzy Larman – Zones, Inc.

Nino Campos – Oracle Corporation

Gerri Harris – MGM Resorts International

Lili Kwan – Pacific Gas and Electric Company

Tom Thattacherry – Genentech, Inc.

Jason Trimiew – Facebook, Inc.

Lee Yang – Kaiser Permanente

Certification:

Chair: Jessica Rosman – Caesars Entertainment Corporation

Martin Hawkins – Johnson & Johnson

Carol Mason – Infinera Corporation

Robin Rodgers – Robert Half

Corporate:

Education & Training

Chair: Lynn Reddrick – Federal Reserve Bank of San Francisco

Kathleen Trimble – Robert Half

Recruiting

Lisa Castillo – AT&T, Inc.

Lance Dorsey – McKesson Corporation

Events:

Chair: Leslie Okamoto – Siemens

Vice Chair: Stacey Hill – Siemens

Wrenn Braxton – SBM Management, LP

Marcy Edwards – Kaiser Permanente

Christine Garcia – WRMSDC

Lisa Roben – Comcast Corporation

Harish Vakharia – Rose International

Executive:

Chair: Cecil Plummer – WRMSDC

Richard Chacon – MUFG Union Bank, N.A.

Christine Garcia – WRMSDC

Kenyatta Lewis – MGM Resorts International

Michael McQuarry – WRMSDC

Tanya Nixon – Kaiser Permanente

Sal Peinado – CSAA Insurance Group

Jessica Rosman – Caesars Entertainment Corporation

Kathleen Trimble – Robert Half

Norberto Velez – Customized Performance, Inc.

Finance:

Chair: Sal Peinado, Jr. – CSAA Insurance Group

Richard Chacon – MUFG Union Bank, N.A.

Michael McQuarry – WRMSDC

Cecil Plummer – WRMSDC

Kathleen Trimble – Robert Half

Hawai'i Strategy:

Chair: Tanya Nixon – Kaiser Permanente

Oscar Aliaga – Codale Energy Services & Supply, LLC

Christine Garcia – WRMSDC

Las Vegas Strategy:

Chair: Kenyatta Lewis – MGM Resorts International

Jessica Rosman – Caesar Entertainment Corporation

MBE Training:

Chair: Ada Ortega – Federal Home Loans Bank of San Francisco

Dinita Caldwell – Visa, Inc.

Jose Espinoza – California Water Association

Christine Garcia – WRMSDC

Terilyn Love – Genentech, Inc.

Tim McLaughlin – San Jose Water

Mentorship:

Chair: Norberto Velez – Customized Performance, Inc.

Renee Boyce – My Next Career Path Staffing

Sal Peinado, Jr. – CSAA Insurance Group

Edna Zapata – State Compensation

Nominating:

Chair: Sal Peinado, Jr. – CSAA Insurance Group

Lance Dorsey – McKesson Corporation

Kenyatta Lewis – MGM Resorts International

Michael McQuarry – WRMSDC

Lynn Reddrick – Federal Reserve Bank of San Francisco

NorCal Strategy:

Chair: Lisa Castillo – AT&T

Sal Peinado, Jr. – CSAA Insurance Group

Training:

Chair: Dwight Jackson – Metro Contract Group

Ranjani Mohana – R Mo Business Solutions

Mario Stadlander – Eagle Promotions

Norberto Velez – Customized Performance, Inc.

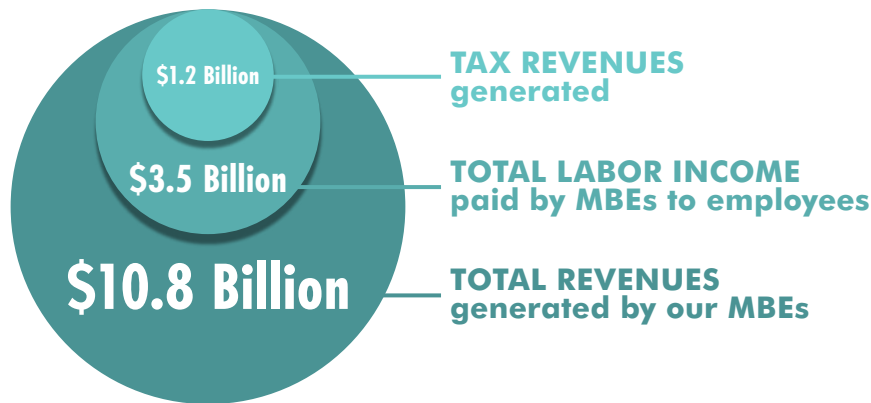


FEDERAL RESERVE BANK OF SAN FRANCISCO

Printing services made possible through generous support from Federal Reserve Bank of San Francisco

Economic Impact

For the 12 Month Period Ending September 2016



TOTAL JOBS CREATED
54,000

According to a Department of Commerce study, the minority population will contribute to as much as 70% of the total increase in purchasing power from 2000 to 2045. A joint report from the Milken Institute and the Minority Business Development Agency (MBDA) suggests that the number of minority business owners in the U.S. (currently estimated at 3.3 million) is growing at a rate of 17% annually, a staggering six times faster than the growth rate of all firms. Overall, sales from diverse businesses are growing 34% a year, which is twice as fast as the national average. The report concludes that minority businesses are a driving force behind growth and will be a major segment of the U.S. economy in the 21st century as a transition to a more diverse demographic majority occurs (Hinson, 2009).

Ensuring the success of minority and women owned businesses, which combined are the fastest growing segment of small business, will have significant positive effects on all of the states within the WRMSDC as well as the overall US economy.

One of the primary goals of the WRMSDC is to promote minority business participation in the procurement process in order to create economic wealth in minority communities throughout the three state footprint. This is important because wealth and job creation is the end result of successful businesses. Wealth-creating businesses hire more people, invest more in their communities and actively participate in philanthropic activities; thus delivering more social value.

According to the "Cultures of Giving" report by the W.K. Kellogg Foundation, minorities, on average, are more prone to giving than their non-minority counterparts and in some cases, giving up to 25% more (Gravelly, 2014). The creation of healthy minority businesses that will in turn help their socio-economically challenged communities solve some of the existing problems is the core mission of the WRMSDC. However, without the empirical evidence provided by this study, it is almost impossible to determine whether or not the WRMSDC was, and is, successfully fulfilling its mission.

The results are in, and the empirical evidence is indisputable. Over \$10.8 billion in annual revenue comes from the activities of the WRMSDC certified MBE community. As a result, these same firms employ 54,704 people, both directly and indirectly, resulting in the dissemination of over \$3.5 billion in salaries and wages. Finally, when combined with the more than \$1.2 billion various tax revenues (local, state and federal) coming from the activities of the WRMSDC certified MBE suppliers, the total economic impact equates to over \$15.5 billion.

If the question is: Is the WRMSDC successfully fulfilling its mission and having a significant positive economic impact on the local, state and national economies?

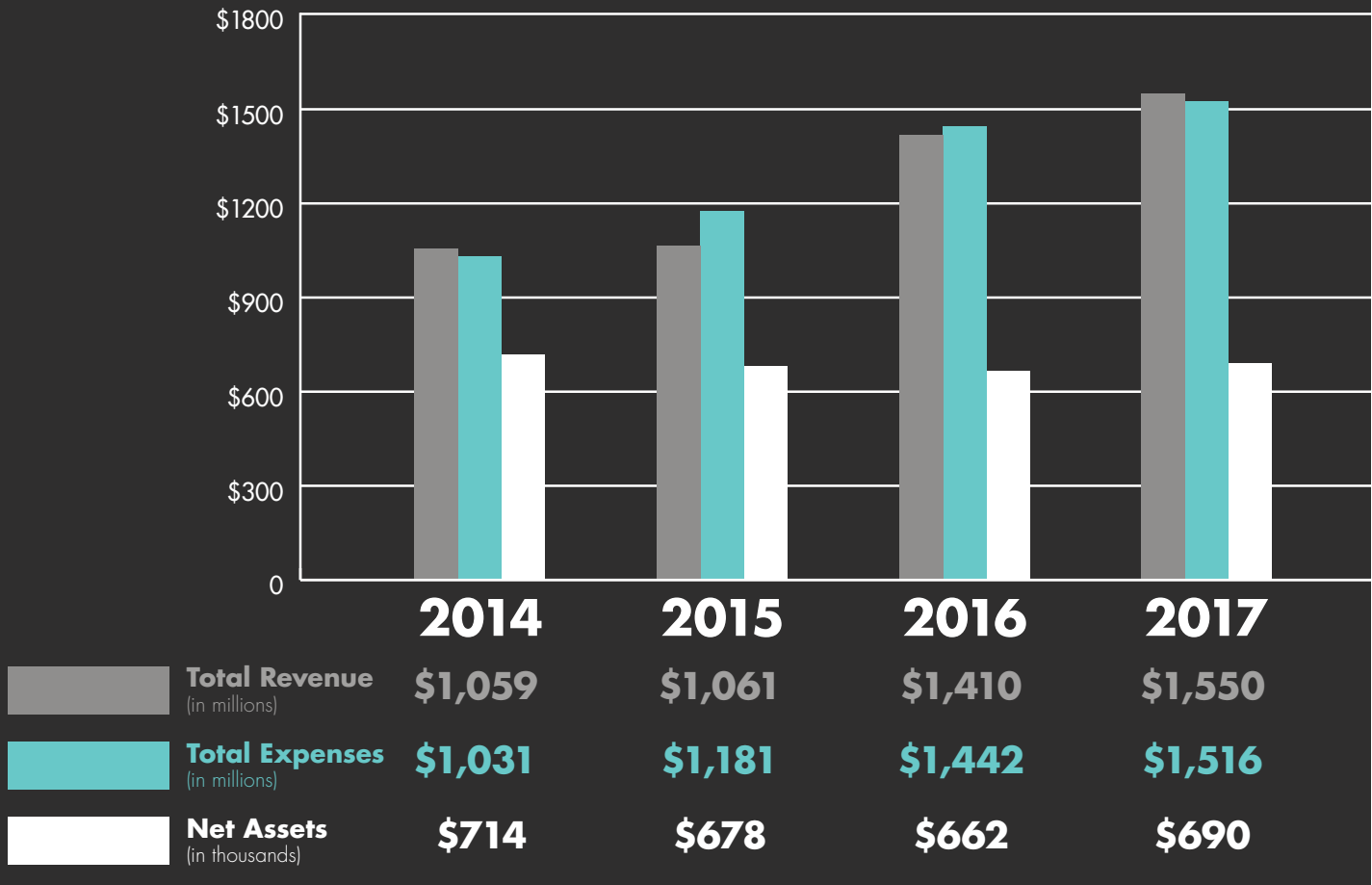
With over 15 billion reasons why, the answer is an emphatic, **YES!**

WRMSDC Economic Impact Study by Scott A. Vowels, PhD, 2016

	Northern California	Nevada	Hawai'i
Total Revenues	\$8,213,844,596	\$1,378,318,158	\$1,214,241,446
Total Labor Income	\$2,754,002,767	\$470,830,374	\$300,118,420
Tax Revenues	\$362,385,804	\$46,738,001	\$50,299,583
Employment	40,988	8,715	5,001

Financial Statement

Statement of Financial Position



WRMSDC's financial statements are based on the calendar year and audited by an independent third party. Financial results for the 2014–2016 period have been reviewed and updated to reflect the audited results. WRMSDC's 2017 financial numbers represent preliminary results and audited financial numbers will not be completed until later this year.

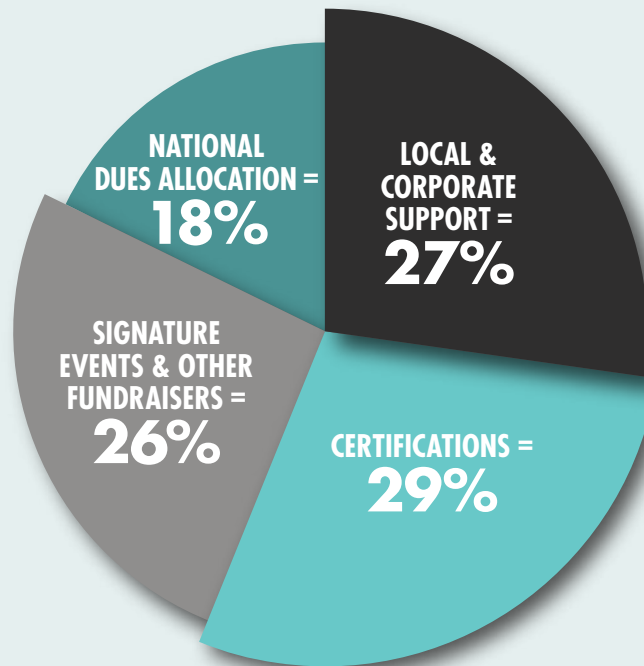
For the 2015 calendar year, the Council experienced some instability which resulted in a net loss of \$120 thousand or minus 11%. Additionally, revenues dropped by 10% in 2015 vs. 2014. Beginning in 2016, the Board of Directors held a two day off-site strategic meeting with then-new president, Cecil Plummer. The Board reviewed and discussed several strategic objectives. The renewed focus for the Council was in three major areas: Outreach/Recruitment, Organizational Dynamics, and Profitability of the three primary signature events (Awards Gala, Business Expo and Annual Meeting/Holiday Luncheon).

The preliminary results for the 2017 year-end show the Council's revenue grew by another \$140 thousand or 10% as compared to 2016. In reviewing the past two-year period (2016–2017) collectively, the Council's revenue has grown by an incredible \$489 thousand or 46% during this time.

2017 represents one of the Council's many goals, but a key strategic focus was to have and sustain year over year profitable net growth. WRMSDC's preliminary results show a net profit of \$34 thousand, something that has not been achieved since 2014. Our work is not done, but we are off to an excellent start.

The 2018 calendar year will be another important year as revenues must continue to increase to deliver the level of value our members, supporters, and constituents have grown to expect from WRMSDC.

Sources of Revenue Forecast



One thing that should read loud and clear in reviewing the WRMSDC source of revenue: **BALANCE!** The percentage slices for 2017 year-end revenue represent an improvement in one significant area and is a long term strategic focus for the success of the Council. Signature Events & Other Fundraisers grew from 20% of total revenue in 2016 to 26% of total revenue for 2017. One of the critical challenges that had plagued the Council in the past was that the three primary signature events were not profitable and our largest fundraiser (Awards Gala) was the biggest drain on Council finances. The other signature events contributed to the losses as well, but we knew this had to change for the Council to be successful.

Several factors contributed to the significant turn-around:

- Moved all venues away from San Francisco Hotels for 2017 (Gala – Chabot Space & Science Center, Expo – City of Richmond, and AMHL – Hornblower Yacht San Francisco Bay), which focused on purpose, fun, and an element of surprise.
- Utilized partnerships from event organizers to graphic design & marketing experts, printing services, wineries, and giveaways & raffles.

- Aggressive negotiations, flawless execution, timely delivery, and working within a controlled budget as overseen by Christine Garcia, Vice President.
- An all-hands-on-deck approach from our dedicated team and our fantastic volunteers.

All factors contributed to each signature event being profitable in 2017 and the most notable was the growth in revenue for our Annual Awards Gala. The Awards Gala went from a net loss of 87% in 2016 to a net gain of 19% in 2017.

Rose Davis Nevada Director, in partnership with R&R Partners has done an excellent job with the Nevada Holiday Luncheon held in December for the past two years. Each year, this event has grown and contributed positively to WRMSDC's bottom line.

Rosemary Wetzel, Director of Certification, and Chrissy Thibeaux, Certification Specialist, have done an outstanding job for yet another year. Certifications represent the Council's number one source of income at 29% of total revenue.

Ecosystem

The Western Regional Minority Supplier Development Council, its constituents, and a special group of corporations (our members/supporters) have a tight-knit community. These corporations afford WRMSDC the opportunity to certify, connect, develop, and advocate on behalf of our constituents. These well-known and reputable corporations offer goods and services in our neighborhoods.



Let's do our part by spending with those who support us and becoming their consumers in our personal and business lives. By actively engaging in this interconnected system, we disseminate inclusion, commerce, communication, culture, and unity within the WRMSDC family and throughout our local communities.

Members, Partners & Supporters

Locations of Headquarters

Maplesville, AL; Burbank, Concord, Cupertino, Dublin, Foster City, Menlo Park, Mountain View, Oakland, Palo Alto, Petaluma, Pleasant Hill, Pleasanton, Rocklin, Sacramento, San Diego, San Francisco, San Jose, San Ramon, Santa Clara, Sunnyvale and Walnut Creek, CA; Miami, FL; Honolulu, HI; Minneapolis, MN; St. Louis, MO; Las Vegas, NV; Austin, San Antonio, TX; Fairfax County, VA; Auburn, WA; Milwaukee, WI

Industries

Commercial Banking & Financial Services
Staffing & Risk Consulting Services
Entertainment, Information, & Communications Products
Information Technology, Communications, & Commercial Computer Products
Pharmaceuticals, Medical Supplies & Health Care Information
Energy and Public Utilities
Consumer Electronics
Computer Storage Devices
Health Care Services
Global Security & Aerospace
Telecommunications

Why Corporations Support Us

Utilization of certified MBEs impacts their bottom lines and yields greater revenues, cost savings, operating efficiencies, and profit.

Membership grants corporations access to the most accurate, efficient, and comprehensive database of certified MBEs in Northern California, Nevada, and Hawai'i.

Membership exposes corporations to industry-specific events and meetings that help establish the benchmark for Supplier Diversity practices.

Membership provides corporations with the opportunity to assume a leadership role within the diverse local communities that form their consumer base.

Fellow Corporate Members recognize their role as a progressive corporate leader committed to diversity and action.

Membership assists them in meeting the demands of their customers and/or government compliance requirements.

Finally, it allows them to partner with the council to meet their supplier diversity goals and gives them access to the council's resources.

Premier Members



Local Members



National Supporters

Alphabet (Google Parent)	Ernst & Young LLP	Lockheed Martin Corporation
AMN Healthcare	Facebook, Inc	MGM Resorts International
Apple Inc	(Federal Reserve System) Federal Reserve Bank of San Francisco	Omnicell, Inc
AT&T Inc	Genentech, Inc	Oracle Corporation
Bank of America Corporation	Global Experience Specialists, Inc	Pacific Gas and Electric Company
Caesars Entertainment Corporation	HP Inc	R&R Partners
Cardinal Health, Inc	Hewlett Packard Enterprise	Robert Half International, Inc
Chevron Corporation	IBM	Ross Stores, Inc
Cisco Systems, Inc	Infinera Corporation	Uber Technologies Inc
CLEAResult Consulting, Inc	Intel Corporation	MUFG Union Bank, N.A.
The Clorox Company	Kaiser Permanente	Veritas Technology, LLC
Comcast Corporation	Las Vegas Sands Corporation	VSP Global
Delta Dental of California		Wells Fargo and Company

Strategic Alliance Partners

WRMSDC actively cultivates local strategic partnerships, including:



New Supporters



amazon

AMN HEALTHCARE

AMPCUS
collaboration redefined



BOYD GAMING



CLEARResult

DELTA DENTAL



facebook

FHLBank
San Francisco

Genentech
A Member of the Roche Group



Infinera



South Coast Paper
Products/Performance/Possibilities



VISA



UBER

Technical/Educational



MGM RESORTS
INTERNATIONAL



UnionBank

rh Robert Half



South Coast Paper
Products/Performance/Possibilities



COMCAST



SOUTHWEST GAS

CSAA Insurance Group,
a AAA Insurer



Local Supporters





You are an inspiration

You are quick to reach out to those in need. You selflessly give of your time. You make a positive difference in our community one kind act at a time. For your inspired example, we salute you.

Union Bank® is proud to support the Western Regional Minority Supplier Development Council.

unionbank.com   

Richard Chacon
Director
Supplier Diversity
and Development
800-821-5351

Lana Gosnell
Supplier Diversity Manager
Supplier Diversity
and Development
925-280-2077

Cassandra Vincent
Branch Manager
Orinda Branch
925-253-8999



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Testimonials

Past Participants

2017 was a restructuring year for Mosaic Global Transportation. After adding and implementing new contacts from Union Bank, NBCUniversal, Google, IBM, Linked In, VM Ware and Clorox, we spent the entire year rebuilding our infrastructure. Keeping us busy in 2017, we responded to RFPs from NMSDC Corporate Members [like] Morgan Stanley, Goldman Sachs, ExxonMobil, Johnson & Johnson and Major League Baseball. 80% of the opportunities mentioned above came from relationships built with the WRMSDC/NMSDC member corporations[.] Mosaic Global Transportation moved from a Class 2 MBE to a Class 3 MBE, increasing our employee count from 57 to 111 full time employees. We owe a debt of gratitude to the leadership of the WRMSDC who continues to believe in organizations like Mosaic Global Transportation and the 900+ MBEs associated with the council.



Maurice Brewster
Mosaic Global Transportation

We started the year with successfully acquiring our GSA Schedule 70 IT contract to provide IT Hardware and Software Solutions to Federal departments and agencies. We sincerely appreciate Ms. Lynn Reddrick's support, advice, and cooperation in respect to getting us introduced to the supplier diversity and procurement personnel at the Federal Reserve East Coast National HQ. We are now an approved diverse small VAR supplier to Federal Reserve. We want to thank the Council for holding the annual Expo and facilitating business networking that resulted in contracting opportunities leads with DGS and establishing long-term relationships. Saitech Inc is also proud to make it to the Inc. 5000 2017 list of the fastest-growing private companies in America. Achieved over 25% revenue growth year over year.



Erwin Villanueva & Sam Sharma
Saitech, Inc.

2017 has been a landmark year for our company in terms of evolvment, growth, and cognizance. We were able to participate in an inaugural mentorship class where WRMSDC was heavily involved in the progress. The outcome led to our company setting itemized goals based upon specific metrics and reevaluating our company structure. Furthermore, we assisted a gaming company with having their first on-site recycling program, landed four new contracts, implemented a new sustainability initiative (oyster shell recycling), spearheaded our first zero waste project, and hired our first Controller. Due to the vicissitudes which have transpired in 2017, we are beyond excited to see how it impacts 2018.



RENUoil of America, Inc.™

Sophia M. Salas-Del Pozo
RENUoil of America, Inc.™

The California Water Association (CWA) Supplier Diversity program relies on its relationship with the National Minority Supplier Development Council (NMSDC).

California Water Services and San Jose Water, two of the seven CWA water companies headquartered in Northern California, continue to work closely with the Western Regional Minority Supplier Development Council (WRMSDC) to identify qualified suppliers capable of adding to their supply chain. This relationship has a very positive affect on each company's results and the communities they serve.



Jose Espinoza
California Water



Tim McLaughlin
San Jose Water

The WRMSDC is the GO-TO organization for corporate-ready, certified suppliers. Their staff can be counted on to be responsive to your needs, in a professional manner. Their corporate members lead many Fortune 500 companies and are subject matter experts in the supplier diversity arena. Whether you are in Northern California or the Central Valley, Nevada or Hawai'i, the WRMSDC is ready to elevate your supplier diversity initiative beyond expectations. Our 25+ year partnership with the WRMSDC has resulted in helping MUFG Union Bank, N.A. be an impactful contributor to the community we serve. The return on our investment can be measured in a very positive way. Priceless!



UnionBank

Richard Chacon
MUFG Union Bank, N.A.

WRMSDC has been a pillar of support, encouragement and motivation throughout 2017. It is because of the Council, MBEs and Corporate members that ICE has been able to grow, and scale my safety training, equipment and services firm. As a direct result of the pivotal support ICE received from the corporate members in the Technology Industry Group, I was able to launch a new technology venture and was honored with the 2017 NMSDC Supplier of the Year, Class II. The WRMSDC is the leader of Councils!



ICE SAFETY SOLUTIONS
IN CASE OF EMERGENCY

Pamela Isom
ICE Safety Solutions

My Next Career Path Staffing has been involved with WRMSDC for the last three years. The Council has allowed us to grow and expand our business through many different channels, whether it's an introduction to help establish a new client, build corporate relationships, or MBE to MBE partnerships.



Renee Boyce
My Next Career Path Staffing

WRMSDC continues to be instrumental in opening doors and creating opportunities for us. Akraya had multiple wins in 2017 through the effort of the Council as well as Supplier Diversity leadership. We participated in an Executive education program sponsored by a Corporate Partner. Supplier Diversity champions not only helped us get in front of decision makers in their companies to acquire new contracts but also provided invaluable guidance that helped us expand our footprint within existing customers. The WRMSDC trade show gave us the platform to connect with other MBEs for future partnerships.

AKRAYA

Sonu Ratra
Akraya

The Power of Collaboration

WRMSDC believes in the power of partnerships and was instrumental in bringing together other strong Community-Based Organizations (CBOs) to collaborate, educate and elevate diverse businesses.

B.U.I.L.D. CONNECT THE DOTS

B.U.I.L.D.—Businesses United in Long-Term Development. This event equipped diverse businesses to effectively “connect the dots” to discover tools and resources to help build a playbook strategy for attending conferences and tradeshows. B.U.I.L.D. is comprised of the Las Vegas Urban Chamber of Commerce, National Association of Minority Contractors-Nevada, Women’s Business Enterprise Council-West, and WRMSDC. The event was hosted and sponsored by R&R Partners.



CYBER SECURITY WORKSHOP

WRMSDC, POWHer, and Southwest Gas Corporation partnered together to present a Cyber Security workshop for minority and diverse businesses. All registration proceeds were generously matched by Southwest Gas Corporation then donated, as 3–5 mammograms, to Nevada Health Center for underserved women in the community.

MENTOR PROGRAM

WRMSDC collaborated with MGM Resorts and the Cycle of Success Institute (COSI) to offer a unique SWOT analysis structured to identify significant business areas with rich opportunities for improvements and efficiencies affording the mentee with a capacity to grow and develop its operations. The mentees have launched tiger teams and are achieving wins in streamlining operations and building capacity.



MGM WINE TASTING

Best-in-Class supplier diversity programs continually raise the bar to provide diversity and inclusion in all categories of procurement spend. MGM Resorts presented a unique wine tasting event to provide exposure to minority and women-owned businesses.

Events

GENERAL ASSEMBLY

The General Assembly is an annual event hosted by the MBE Input Committee (MBEIC), which offers networking opportunities, training and workshops, and encourages MBE to MBE business.



INDUSTRY DAY (CA & NV)

Industry Day is a miniature version of our annual expo, designed to develop MBEs in and connect them with specific industries. It included an industry trends panel, matchmaking connections, business coaching sessions, and a motivational speaker. In 2017, we focused on Capital, Commerce, and Connection in California and Entertainment, Hospitality, and Retail in Nevada.

PROGRAM MANAGERS MEETING

The Program Managers Meeting is a forum for corporate program manager representatives to learn and discuss best practices, innovative approaches, and breaking down barriers within their organizations and externally in the supplier diversity and inclusion arenas.



Signature Events



EXCELLENCE IN SUPPLIER DIVERSITY AWARDS GALA

Our annual Excellence in Supplier Diversity Awards Gala recognizes the best amongst the Western Regional Supplier Diversity Council and celebrates the achievements of individuals and companies who have demonstrated exceptional commitment to providing quality service and promoting minority participation in the procurement process during the previous year.





MINORITY BUSINESS OPPORTUNITY EXPO

WRMSDC pioneered the first NorCal minority-owned expo of its kind 40 years ago and today remains the largest and most successful annual minority business opportunity expo in Northern California. Suppliers, buyers, and corporate representatives from across the region and nation participate in one-on-one matchmaking, strategic networking, and the generation of wealth and economic growth.



ANNUAL MEETING & HOLIDAY LUNCHEON

At WRMSDC's Annual Meeting & Holiday Luncheon, attendees participate in honoring the recipients of the year's Corporate and MBE Champion Awards, and network with fellow Corporate Members and MBEs. The President, Board Chair, & MBE Input Committee Chair also present the Council's strategic direction for the next year.



NEVADA HOLIDAY LUNCHEON

Over 20 corporations and MBEs sponsored the highly anticipated 2nd Annual WRMSDC Nevada Holiday Luncheon which salutes corporations, MBEs, and supplier diversity executives who have demonstrated advocacy and authentic commitment to minority business inclusion and growth.



Staff

Staff Members (from Left to Right)

Michael McQuarry
Vice President of Operations & Corporate Services

Aspen Plummer
Operations & Program Development Assistant

Christine Liwai Garcia
Vice President of Program Development & Minority Business Services

Chrissy Thibeaux
Certification Assistant

Rosemary Wetzel
Director of Certification

Chantel Miller
Executive Assistant and Special Projects Coordinator

Rose Davis
Director of Corporate Services & MBE Development

Cecil Plummer
President, CEO



Directors and Staff stand ready to assist our Corporate Supporters and Minority Businesses.

Important Contacts

General and Administrative Questions

chantel@wrmsdc.org

Corporate and Annual Supporters

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Certification Questions

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**General Events, and
MBE Training or Services Questions**

christine@wrmsdc.org

We look forward to a strong 2018!

Follow Us

**Are our notifications in your clutter
or junk box?**

Are you following us on social media?

Do you want to be in the know?

To reduce our carbon footprint, WRMSDC communicates electronically, via social media and email. Never again miss important information regarding upcoming events, trainings, and offerings.

To sign up for our newsletters, please contact us at
services@wrmsdc.org

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Serious About Capacity Building?



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powered by JFK University

Contact admin@wrmsdc.org for additional information

SAVE THE DATE



2018 BUSINESS EXPO

August 31, 2018



Focused on Supplier Diversity

Robert Half is focused on supplier diversity, we believe in building a diverse base of employees, clients, job candidates and suppliers that strengthens our position as a market leader. We are committed to developing successful relationships with minority-owned businesses to meet the needs of our customers.

Contact us. If yours is a minority, woman, veteran or disabled veteran-owned business, and you would like to contact us about your product or service, we encourage you to please register as a potential supplier. Please visit our website roberthalf.com/work-with-us/about-robert-half, then select the "Community Outreach" link and look for Supplier Diversity. For further information regarding supplier Diversity at Robert Half, please contact us via email at supplierdiversity@roberthalf.com.

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