

WRMSDC 2018 Annual Report

ON THE RIGHT TRACK



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

Another year has gone by. Your council remains strong and committed to seeing diverse communities and corporations come together for mutual benefit and economic equality. The faithful support of our Corporate Members, Minority Business Enterprises (MBEs), and Partners is humbling, as is the advocacy of new companies that have joined the fight for economic equality. In addition to making a difference in communities of color, our allies also increase their shareholder value and innovation, which in turn supports their leadership initiatives and philanthropic activities.

None of this progress would be possible without my staff, who work selflessly and tirelessly to provide the best possible services to our constituents, or the suppliers and partners who assist us. Furthermore, our Board of Directors and Advisory Committee members give their valuable time and expertise to help us reach new heights in community impact. Because of this support system, 2018 yielded significant gains, from new corporations seeking business with MBEs to many of our MBEs significantly increasing their annual sales, which directly feeds into our mission to impact communities of color. Our hard work is paying off, and now is the time to double down on Supplier Diversity to create a better future.

Thank you for the opportunity to serve,



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

Highlights, Awards and Achievements

John F. Kennedy University: Business Growth Acceleration Program Class of '18

In 2017 we launched our first cohort of the Business Growth Acceleration Program at John F. Kennedy University's Institute of Entrepreneurial Leadership (IEL). The program is designed to address supplier diversity challenges experienced by existing companies while helping corporations identify Minority Business Enterprises (MBEs) that are positioned to meet their needs. Meet our 2018 graduates, pictured from left to right:



Guest of Mary Kariotis from Merrimak Capital; **Syed Karim**, QNR Printing – Graduate; **Rahul Kuruvilla**, Triune Infomatics – Graduate; **Mary Kariotis**, Merrimak Capital – Graduate; **Dina Finta**, BGAP Director; Daughter of Koy Saephan; **Koy Saephan**, Excel Interpreting – Graduate; **Gerald Johnson**, Sabacon Consulting – Graduate; **Sydni Craig-Hart**, Smart, Simple Marketing – Graduate; **Maria Castellon**, Bench-Tek Solutions – Graduate; Husband of Sydni Craig-Hart; The last three on the right are BGAP mentors/instructors
Not pictured: **Carolyn Joshua**, Trilyon, Inc. – Graduate

Sponsored by:



human energy

Bridges to Success: Multi-Industry Diversity Expo

Multi-Industry Diversity 2018 Expo took place at the Chevron Corporation and included speakers from LinkedIn, Facebook, The Disneyland Resort, California Public Utilities Commission, EY, Kaiser Permanente, Chevron Corporation, and Ampcus Inc. The topics presented were: keeping customers and employees engaged, MBE-to-MBE Strategy, robotic process automation, emerging opportunities in the utilities sector, data analytics, and modernizing sales organizations.



Notables



Rose Davis – Appointed to Las Vegas (Raiders) Stadium Benefits Oversight Committee

Advocating for minority business inclusion and opportunity is a role that WRMSDC takes seriously—using every opportunity to move the needle in increasing the social impact minority businesses have in building healthy communities.

In 2018, Rose Davis, Director of Corporate Services and MBE Development in Nevada, was appointed to the Las Vegas Stadium Benefits Oversight Committee. She and six other colleagues will provide oversight of the Community Benefits Plan for the Las Vegas Stadium. Together, they will ensure maximum community participation in the Stadium’s design, construction, and operations.



In 2018 WRMSDC went mainstream in the San Francisco Bay Area, through features on CBS affiliate KPIX-TV, Entercom radio station KBLX-FM, and the San Francisco Business Times.





ADVERTISING SUPPLEMENT
SAN FRANCISCO BUSINESS TIMES
AUGUST 3, 2018



STEPPING UP

Why do top companies have
Supplier Diversity programs?
Because it enhances their success
while building stronger communities



INSIDE:

Executives of Supplier Diversity departments talk about their programs and the benefits of cultivating a diverse supply chain. Left to right: Richard Chacon of Union Bank, Lisa Castillo of AT&T, Joan Kerr of PG&E, and Alexandra Lopez of Cisco.

Gala Award Winners



All Money Is Green: *Mosaic Global Transportation* was recognized for doing the most business with other certified MBEs in the previous year. Judges described the company as

a great example of what MBEs can accomplish. – accepted by Maurice Brewster



Ambassador of the Year: *Kathleen Trimble, Robert Half International* was recognized for her generous volunteerism, expertise, and advocacy. Judges called her a legend, inspiration, and champion of diversity.



Community Builder of the Year: *Kenyatta Lewis, MGM Resorts International* won this award for her community impact, as well as her ability to unite people and inspire them to work toward a common goal. – accepted by Stacey Taylor



Cornerstone of the Year: *CSAA Insurance Group* won this award for their company-wide support as a Local Corporate Member of WRMSDC. Judges lauded them as a trailblazer with strong collaboration and a company that has stepped up to fill a void. – accepted by Sal Peinado, Jr.



Corporation of the Year: *MUFG Union Bank, N.A.* was recognized for moving the needle toward a more inclusive and diverse landscape, as well as for their exceptional top-down support of WRMSDC.

Judges praised them for their exceptional community service, dedication, transparency, and outstanding commitment to WRMSDC. – accepted by Richard Chacon



Executive of the Year: *Julius Robinson of MUFG Union Bank, N.A.* won this award as an executive who ensures that his company allocates resources to both WRMSDC and

Supplier Diversity in the region. Judges honored his longstanding reputation of support to the community and called him a community leader devoted to the growth of diversity.



MBE Choice: *MUFG Union Bank, N.A.* was recognized by the MBE community for the support and encouragement they have consistently given to the minority business community. – accepted by Richard Chacon



President's Choice: *Dicran "D" Arnold of World Wide Technology* won this prestigious award for his leadership in MBE-to-MBE spend programming, local job creation in Northern California, and considerable contributions to WRMSDC.



Prime Supplier of the Year:
Cupertino Electric, Inc.
 won this award for their work as a Prime Supplier that prioritizes doing business with MBEs. Judges praised the winner for their efforts to grow diverse businesses and communities.
 – accepted by Gaylon Morris



2018 Supplier of the Year Class 1:
BB Mechanical, LLC
 In photo: Boss Oroke



Procurement & Purchasing Leader of the Year:
Jeffrey Bruno of Kaiser Permanente was recognized as a champion working within Procurement and Purchasing who advocates for Supplier



2018 Supplier of the Year Class 2:
RenuOil of America, Inc.
 In photo: Sophia Del Pozo, Isabell Ysassi

Diversity, MBEs, and WRMSDC. Judges called him a dedicated, forward-thinking change agent who always ensures that there are opportunities for MBEs.

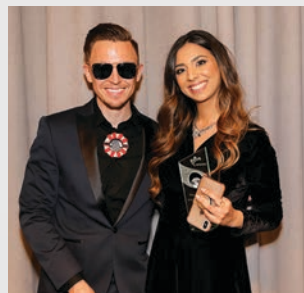


Supplier Diversity Leader of the Year:
Richard Chacon, MUFG Union Bank, N.A. was recognized as a Supplier Diversity professional who has made significant contributions to WRMSDC



2018 Supplier of the Year Class 3: Mosaic Global Transportation
 Awarded scholarship from Robert Half to JFK University's BGAP
 In photo: Maurice Brewster

with his time, support, and advocacy, and who has championed Supplier Diversity and MBEs within his company. Judges described him as greatly deserving of the award and a true leader with solid commitment to the Council.



2018 Supplier of the Year Class 4:
Rose International
 In photo: Christopher Farmer, Sabina Bhatia



Trailblazer: Lance Dorsey of McKesson Corporation was recognized for his unparalleled contribution, passion, and leadership on WRMSDC's Board of Directors and beyond. He directly impacts WRMSDC's recruiting efforts and Northern California strategy, as well as mentors minority businesses.

Annual Meeting Holiday Legacy Honorees



2018 Paragon Award
Salvador Peinado, Jr.
CSAA Insurance Group

Sal joined CSAA IG in January, 2013. He is responsible for developing and implementing CSAA Insurance Group's supplier

diversity initiative and currently serves as Chairs of the Department of Insurance's Diversity Task Force and is a member.



2018 Collaborator Award
Holden Hsiao
Shaw-Lundquist Associates Inc.

Holden is the Vice President of Shaw-Lundquist's West Region and Information

Technology department. He leads the Las Vegas branch, both in operations oversight and business development, and has held roles in Estimating and Building Information Modeling.



2018 Pinnacle Award
EY

In a world that's changing faster than ever, EY's purpose of building a better working world acts as our 'North Star' guiding our more than 260,000

people – providing the context and meaning for the work we do every day. We believe a better working world is one where economic growth is sustainable and inclusive.



2018 Guardian Award
Wayne Beasley & Alan McIntosh
Way To Be Designs

Wayne Beasley & Alan McIntosh are the Founders of Way To Be, a full service agency with a

range of talented staff, offering creative custom and branded merchandise and uniforms for mid to large size companies with high volume needs.



2018 Rising Star Award
Lisa Roben
Comcast Corporation

Lisa leads Comcast California's Supplier Diversity Program, which is designed to promote, increase and improve

participation of diverse businesses within the business operation. She works with the team at Comcast California to advocate for business inclusion of women, minority, disable veteran and LGBTQ enterprise.

Nevada Holiday Celebration Winners



Boyd Gaming
2018 Impact Award

In photo: Salvador Peinado, Jr., Larryl Lamb, Frank Scharadin, Joe Coe



Gerri Harris,
MGM Resorts International
2018 Skyrocket Award

In photo: Gerri Harris, Cecil Plummer



POWHer of WE
2018 Collaborator Award

In photo: Salvador Peinado, Jr., Lanetta Lillis, Sharon Spann, Monica Coburn, Jana Forsythe



Jessica Rosman,
Caesars Entertainment
2018 RISE Award
(Risk, Innovation, Sustainability & Education)

In photo: Kathleen Trimble, Jessica Rosman, Mike Fath



Partners in B.U.I.L.D.:
NAMC-NV, WBEC-West,
Urban Chamber of Commerce
2018 Community Partner Award

In photo: Jo Cato, Shaundell Newsome, Ken Evans, Anna Siefert, Gerri Harris, Kathleen Trimble, Heather Cox, Bianca Gartrell



Reggie Burton, Reggie Burton
Communications
2018 Rising Star MBE Award

In photo: Reggie Burton, Kathleen Trimble, Cecil Plummer

Our Minority Business Enterprises

Certified Minority Businesses

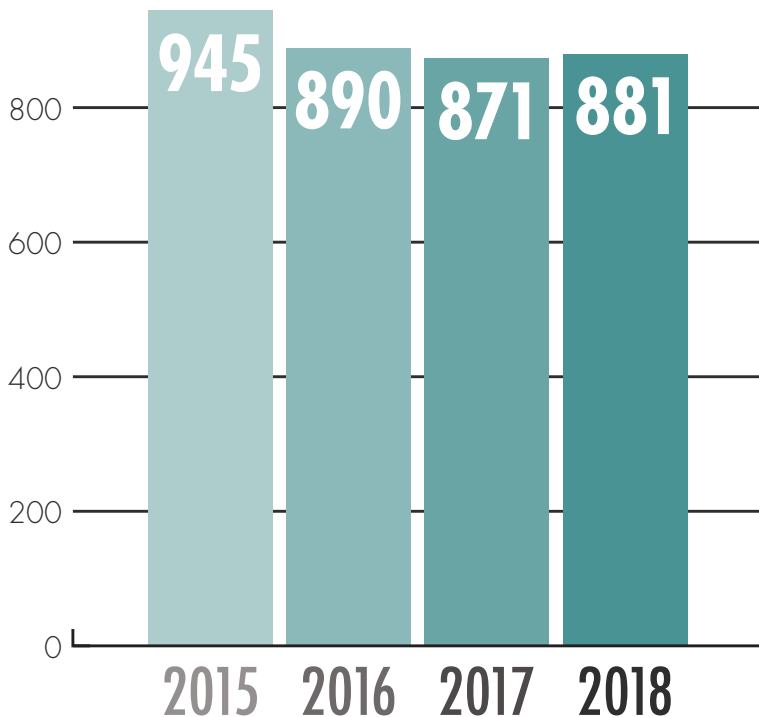
Companies must be Northern California, Nevada, or Hawai'i ethnic Minority-owned Business Enterprises (MBEs); 51% or more ethnic minority-owned, operated by a US citizen from the following groups: African American, Asian American/Asian Pacific, Asian Indian, Latino (and Afro-Brazilian), Native American,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



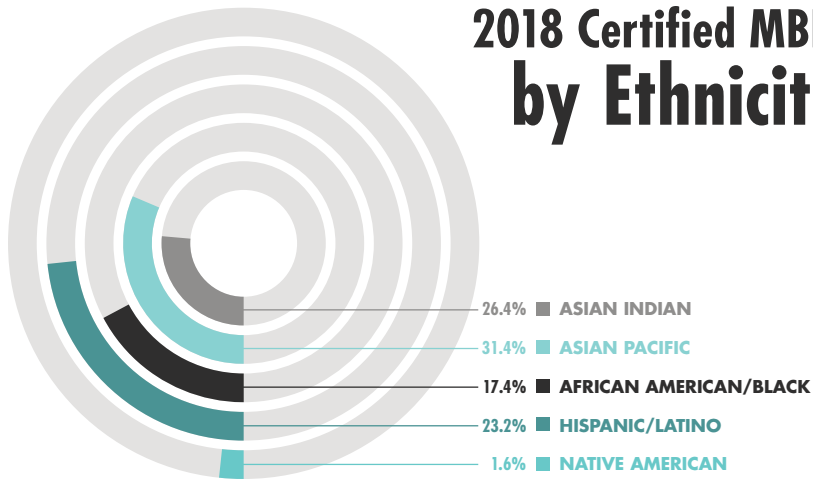
2018 Year End Certified MBEs by State



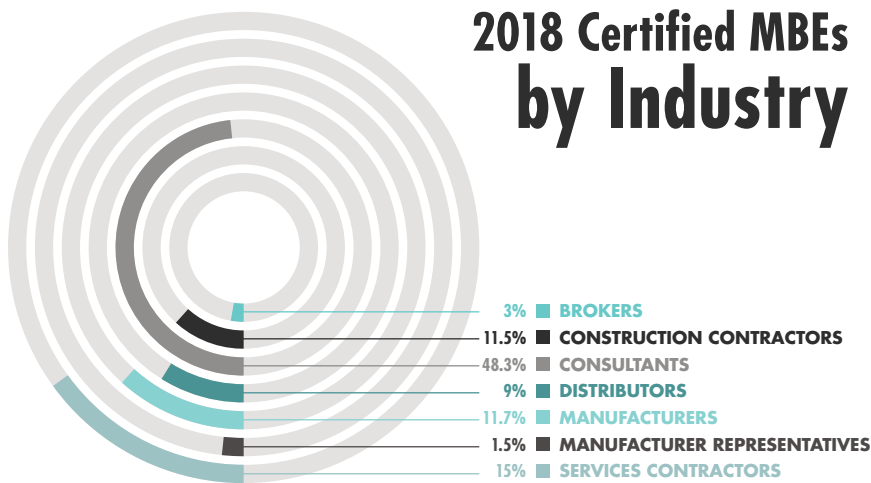
Year End Certified MBEs



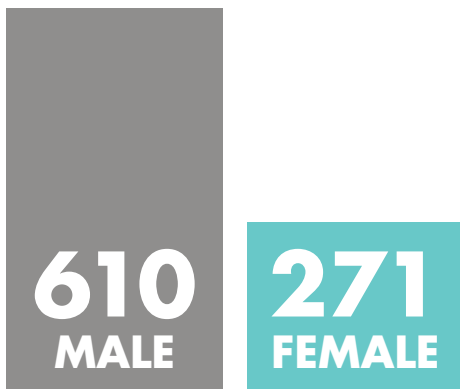
2018 Certified MBEs by Ethnicity



2018 Certified MBEs by Industry



2018 Certified MBEs by Gender

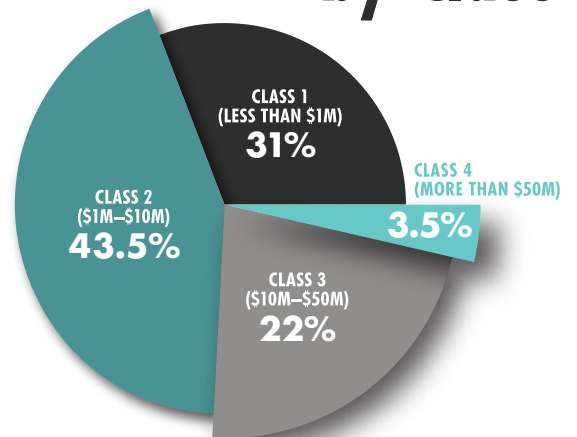


Total Revenue:



\$15,331,727,508

2018 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



**Consulting
Resources
Technology**

Unity Through Diversity

Osceola Consulting, LLC is recognized as a leading diverse supplier of management consulting and technology services to Utilities industry. Management consulting services include program management, change management, and business process reengineering typically around large, complex business transformation programs. Technology services include solution planning, solution architecture, systems integration, testing, implementation, and support services.

With over 25 years of industry experience in developing solutions and supporting organizations to be successful, we work in deep partnership with our clients to ensure their success. We engage with each client's organization, acting in their best interests to provide Consulting, Resources, and Technology to support their bottom line business objectives.

Native American Owned Business

National Supplier of the Year, NMSDC

We invite you to learn more about the company by visiting our website:
www.OsceolaC.com or call us at 1.800.986.1960



One Blackfield Drive, Suite 410 Tiburon, California 94920

SIEMENS
Ingenuity for life

**Creating Partnerships
that Move America**
Supplier Program

Siemens is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 165 years. We are a multicultural organization that promotes diversity at all levels. Siemens' mission is to give businesses owned by minorities, women, the disadvantaged, the disabled, veterans and other diverse suppliers maximum opportunity.

usa.siemens.com/mobility



Advisory Committee

WRMSDC thanks you for your commitment to Economic Equality by creating jobs in diverse communities through inclusive supply chain practices.



Vignesh Veerasamy

*Principal
EY*



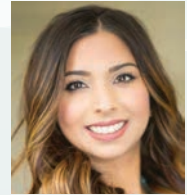
Neil Aronson

*Head of Global Strategic Sourcing
Uber Technologies, Inc.*



Johnathon Baker

*Senior Vice President of Category
Management, Strategic Sourcing
Gap, Inc.*



Sabina Bhatia

*CEO
Rose International*



Mike Fath

*Vice President and Chief
Procurement Officer
Caesars International*



Ken Gitlin

*Vice President
Robert Half*



Tony Gladney

*Vice President of National Diversity
Relations, Corporate Diversity and
Community Engagement
MGM Resorts International*



Holden Hsiao

*Vice President
Shaw-Lundquist Associates, Inc.*



Phil Johnson

*Chief Financial Officer
Federal Reserve Bank of
San Francisco*



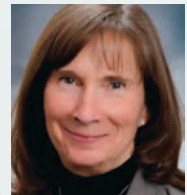
Laurel Junk

*Senior Vice President of Enterprise
Shared Services, and Chief Supply Chain
and Procurement Officer
Kaiser Foundation Health Plan, Inc. and Hospitals*



Firoz Lalji

*Chairman, President and CEO
Zones, Inc.*



Kathy Lancaster

*Executive Vice President and
Chief Financial Officer
Kaiser Foundation Health Plan, Inc.
and Hospitals*



Ann Marr

*Vice President of
Human Resources
World Wide Technology, Inc.*



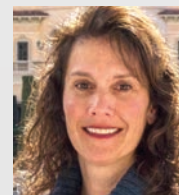
Cecil Plummer

*President and CEO
WRMSDC*



Julius Robinson

*Executive Vice President
and Group Head
Corporate Social
Responsibility
MUFG Union Bank, N.A.*



Stacey Taylor

*Chief Procurement
Officer
MGM Resorts
International*



Greg Tennyson

*Chief Procurement
Officer
Vision Service
Providers, Inc.*



WRMSDC We are accepting new members, starting June 2019. For additional information, please contact ac@wrmsdc.org.

Board of Directors



Tanya Nixon

Board Chair
Kaiser Permanente



Lisa Castillo

Board Vice Chair
AT&T



Kathleen Trimble

Board Secretary
Robert Half



Richard Chacon

Immediate Past
Board Chair
MUFG Union Bank, N.A.



Salvador Peinado, Jr.

Board Treasurer
CSAA Insurance Group



Jessica Rosman

Certification Chair
Caesars Entertainment
Corporation



Melinda Garcia, Esq.

Garcia & Gurney ALC



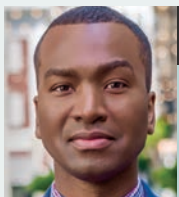
Joan Kerr

Pacific Gas and Electric
Company



Lynn Reddick

Federal Reserve Bank of
San Francisco



Lance Dorsey

McKesson Corporation



Gerri Harris

MGM Resorts Design &
Development



Steven Wuerth

Gilead Sciences



Walter Freeman

Apple, Inc

MBE Input Committee



Norberto Velez

MBEIC Board Chair
Customized Performance, Inc.



Ranjani Mohana

MBEIC Vice Chair
R Mo Business Solutions



Oscar Aliaga

MBEIC Secretary
CESS



Renee Boyce

Nevada Representative
My Next Career Path
Staffing, LLC

Committees

All Money Is Green (AMIG):

Chair: Dicran Arnold – World Wide Technology
Vice Chair: Lizzy Larman – Bridgewater Consulting Group
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 Reddick – Federal Reserve Bank of San Francisco
Kathleen Trimble – Robert Half

Recruiting:

Lisa Castillo – AT&T
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.
Tanya Nixon – Kaiser Permanente
Sal Peinado, Jr. – CSAA Insurance Group
Lynn Reddick – Federal Reserve Bank of San Francisco
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 – CESS
Christine Garcia – WRMSDC

Las Vegas Strategy:

Jessica Rosman – Caesars Entertainment Corporation

MBE Training:

Chair: Ada Ortega – Federal Home Loan 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, LLC
Sal Peinado, Jr. – CSAA Insurance Group
Edna Zapata – State Compensation Insurance Fund

Nominating:

Chair: Sal Peinado, Jr. – CSAA Insurance Group
Lance Dorsey – McKesson Corporation
Michael McQuarry – WRMSDC
Lynn Reddick – 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
Leslie Fleming Loville – Federal Home Loan Bank of San Francisco
Ranjani Mohana – R Mo Business Solutions
Mario Stadtlander – Eagle Promotions
Norberto Velez – Customized Performance, Inc.

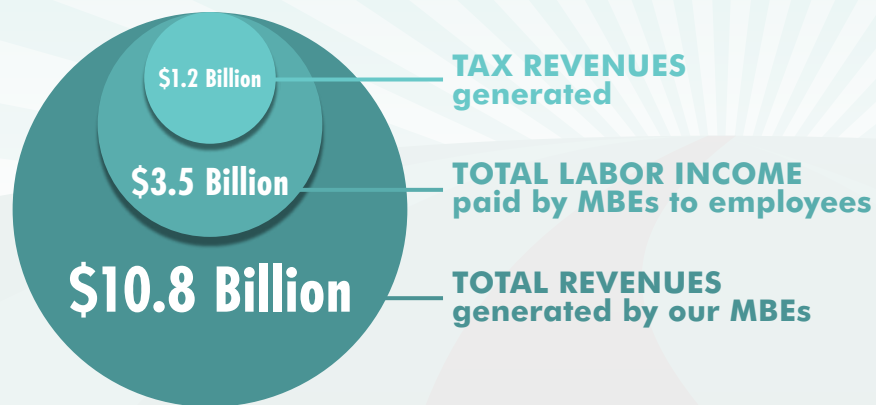


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Printing services made possible through generous support from Federal Reserve Bank of San Francisco

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

Financials

Annual Report – 2018

	2015	2016	2017	2018*	*unaudited
Total Revenue	\$1,061	\$1,410	\$1,483	\$1,648	Revenue and Expenses are millions
Total Expenses	\$1,181	\$1,442	\$1,482	\$1,602	
Net Assets	\$678	\$662	\$704	\$936	Net is thousands

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 2017 year have been reviewed and updated to reflect the audited results. WRMSDC's 2018 financial numbers represent preliminary results and audited financial numbers will not be completed until later this year.

WRMSDC had an outstanding year for 2018 in meeting and/or exceeding every financial target approved by the WRMSDC Board. In doing so, the Council achieved record revenues of \$1.6 million and represented a growth of over \$500 thousand as compared to 2015 revenues. It also marked the second year in a row where the Council achieved a positive net profit. For 2017, that total equaled \$512 and 2018 preliminaries reflect a \$46 thousand—dollar net profit. This took an incredible level of support from our Board of Directors, Corporate Members/Supporters, constituents, phenomenal leader, and staff.

This growth represents a strategic plan that was developed back in 2016 by the Board of Directors. The achievements by the Council are very exciting, but not a surprise. The Council, at the Board's direction, remained focused on three major areas through 2018: Outreach/Recruitment, Organizational

Dynamics, and Profitability of the three primary signature events (Awards Gala, Business Expo and Annual Meeting/Holiday Luncheon). Additionally, a fourth event that contributed to the Council's growth: the Nevada Holiday Celebration, which is held in the fourth quarter and has grown each year for the past three years.

At the direction of the Board of Directors, 2019 will be focused on re-investment to position the Council for future growth. Investment in hiring resources to mitigate gaps across key areas of our business will include certification, MBE services, event planning, and financial data analytics.

Other areas as recommended by the Advisory Committee, include the development of an improved and comprehensive marketing plan focused on the WRMSDC brand and identifying additional sources of income. The Advisory Committee was established by the President and CEO in 2018 and is representative of C-Suite executives from multiple corporations and Class 4 constituents. The objective of this committee is corporate member recruiting and retention, succession planning of diversity leaders within their own organizations, and the overall financial growth and stability of the Council.

Sources of Revenue Forecast

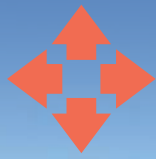


The allocations continue to represent balance across the top three revenue sources. The national dues allocation dropped two percentage points from last year. Both local/corporate support and certifications remained solid by exceeding projections in 2018. The Council added twenty new supporters in 2018, eight of which were local members/platinum partners and one national member. The new members/platinum partners: Adobe, Ampcus, BioMarin Pharmaceuticals, CDW, The David and Lucile Packard Foundation, Gap, Salesforce, ServiceNow, and Vistra Energy. Over the past two years, the Council has added a total of forty-eight new supporters.

The area of extreme excitement is the Council's signature events & fundraisers, as they continue to grow and represent a larger piece of the pie at 30% in 2018 vs. 26% in 2017. The growth for this area is significant, as total revenue dollars reached a new all-time high of \$500 thousand, while achieving a record net profit of \$184 thousand collectively. For 2018, the Council hosted four signature/fundraising events: Awards Gala, Multi-Industry Business Expo, Annual Meeting/Holiday Legacy, and Nevada Holiday Celebration.

In three short years, the Council has turned this important area from a major financial drain to the largest growth area. It truly takes a village to accomplish this level of growth; WRMSDC thanks our corporate supporters, constituents, internal team, and vendors. Additionally, the Council extends a special thank you to AT&T and Chevron for hosting the Awards Gala and Multi-Industry Business Expo, respectively, at their facilities located in San Ramon, CA. This provided the Council with a significant benefit and expanded the "cost avoidance" component as catering, venue, and AV expenses were reduced. Furthermore, event format changes on the "how" and "when" key vendors were utilized further helped reduce event expenses.

The Council is planning to host several new events/fundraisers for 2019 and expect overall revenues to grow by 2%. The Council will continue to focus on strategic objectives as outlined by the Board of Directors and to remain good stewards and strive for maximum benefit in the use of supporters' contributions.



McWoods

DISTRIBUTION

Customers, Integrity, & Quality Products



Serving the Bay Area

McWoods Distribution Company is a family owned, diverse, small business located in Oakland, California, in an area designated as both as Hub Zone and Opportunity Zone. McWoods Distribution distributes several product lines directly to a variety of California business entities, and is also positioned to service companies with diversity-driven directives or where supplier quotas are present.



Certified Minority Business Enterprise



Protective Gloves

Protective gloves for Medical, Dental, Industrial use. Competitive in all markets with price and service advantages.



JANSAN Products & Office Supplies

Distributor for Essendant Inc., a Fortune 500 supplier with over 38 US warehouses, a one-stop-shop for JANSAN products & office supplies.



Single Use

Paper and plastic products for Government and Industrial clients. Extremely competitive pricing.



Hospital, Medical, & Institutional Bedding Supplies & Furniture

Institutional furniture solutions and bedding products that are specially designed for hospitality, healthcare, and assisted living facilities.



mcwoodsdistribution.com

P 510-268-6290

20 Top Bay Area Companies for Supplier Diversity

We called upon Bay Area companies to send us their data regarding six determining factors of supplier diversity. The top 20 for supply chain diversity, listed below, are all members of at least one supply chain diversity certification organization on a national or regional level. These organizations include: GGBA (Golden Gate Business Association) and NGLCC (the National LGBT Chamber of Commerce), which certify LGBT-owned businesses; WBEC-Pacific (the Women's Business Enterprise Council) and WBENC (Women's Business Enterprise National Council); and the National and Western Regional Minority Supplier Development Councils (NMSDC and WRMSDC respectively). In addition to the percentage spent with diverse suppliers and membership with certification organizations, the degree to which the company holds its prime suppliers responsible for diversity in its subcontracts was factored into an overall supply chain diversity score.

RANK	COMPANY	Percent of spending with diverse suppliers	Percent of spending with 3rd party certified diverse suppliers	Has a formal inclusive supply chain program	Requires prime suppliers to report diverse spending	National member of third party certification organizations	Regional members of third party certification organizations	FINAL SCORE
1	PG&E	42.25%	>40%	Yes	Yes	ALL	ALL	135
2	Comcast NBCUniversal	21.80%	>20%	Yes	No	ALL	ALL	120
3	Kaiser Permanente	15%	5%-10%	Yes	No	ALL	GGBA/ WRMSDC	115
4	United Airlines	24%	>20%	Yes	Yes	ALL		108
5	CDW	14%	16%-20%	Yes	Yes	ALL	WBEC	105
6	IBM	13.7% in U.S.	11%-15%	Yes	Yes	ALL	WRMSDC	103
7	MUFG Union Bank, N.A.	13.80%	5%-10%	Yes	Yes	NMSDC/ WBENC	WRMSDC/ WBEC	98
8	AT&T	25.20%	16%-20%	Yes	No	ALL	ALL	85
9	Abbott	11%	5%-10%	Yes	Yes	NMSDC/ WBENC	NONE	83
10	World Wide Technology (WWT)	23%	>20%	Yes	No	NMSDC/ WBENC	WRMSDC	80
11	Bank of America	8%	5%-10%	Yes	Yes	ALL	GGBA/ WRMSDC	80
12	PSC Industrial Outsourcing	17%	>20%	Yes	Yes	NMSDC	NONE	73
13	MatchPoint Solutions	38.98%	0%	Yes	No	NMSDC	WRMSDC	73
14	Hewlett-Packard	23%	>20%	Yes	No	NGLCC	WBEC/ WRMSDC	71
15	TransPak	< 10%	5%-10%	Yes	No	WBENC	WBEC	68
16	State Compensation Insurance Fund	14.50%	0%	Yes	Yes	WBENC	WRMSDC	66
17	CSAA Insurance	6%	5%-10%	Yes	No	NGLCC	WRMSDC	66
18	Sterling Health	45%	>20%	Yes	No	NONE	WRMSDC	61
19	Cisco	10%	>9%	Yes	Yes	NMSDC/ WBENC	WRMSDC	58
20	Rose International	29%	>20%	Yes	No	NMSDC/ WBENC	WRMSDC	53

The Top Bay Area Companies for Supplier Diversity list was created in collaboration with the Western Regional Minority Supplier Development Council (WRMSDC), the Women's Business Enterprise Council – Pacific (WBEC-Pacific) and the Golden Gate Business Association (GGBA), the Bay Area's LGBT Chamber of Commerce.

To qualify for this list, companies must have Bay Area operations in the nine-county Greater Bay Area. Each participating company was required to complete a brief online survey. Each question in the survey had its own score based upon our collective determination of its importance in developing and having the most diverse and inclusive supply chain. The total score was used to rank companies in the published list. There was no fee associated with participation in the survey or publication in the Top Bay Area Companies for Supplier Diversity list.

Members & 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
Consumer Products
Non-profit Sector
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



New Supporters



Local Supporters



Educational/Technical



National Supporters

Alphabet (Google Parent)	(Federal Reserve System) Federal Reserve Bank of San Francisco	Oracle Corporation
Apple Inc	Genentech, Inc	Pacific Gas and Electric Company
Bank of America	Global Experience Specialist, Inc	R&R Partners
Caesars Entertainment Corporation	HP, Inc	Robert Half International, Inc
Chevron Corporation	Infinera Corporation	Ross Stores, Inc
Cisco Systems, Inc	Intel Corporation	Salesforce
The Clorox Company	Kaiser Permanente	Scientific Games Corporation
Comcast Corporation	Las Vegas Sands Corporation	Uber Technologies Inc
Delta Dental of California	MGM Resorts International	Wells Fargo and Company
Facebook	MUFG Union Bank, N.A.	



would like to

THANK *you*

The WRMSDC has supported me in my journey to further my education with a Master's degree in Social Innovation at the University of San Diego. In addition, the organization's reinforcement of the importance of diversity and inclusion supports MYS' niche of creating *visual communication that provides positive social impact*. Furthermore, the organization's promotion of the Bank of America Diverse Business Scholarship Program led to an invaluable funding opportunity that I was selected to receive.

I am very excited to bring new services and specialized offerings to our strong community of corporate supplier diversity and social responsibility partners.



Laura Silva

Visual Communications Manager
& Managing Member

☎ 800-933-9720

✉ info@mysfirm.com

🌐 mysfirm.com

Testimonials

The WRMSDC has been instrumental in helping Visa develop its supplier diversity program through referrals and introductions for best practice learnings. Cecil Plummer and Michael McQuarry are always willing to take time out of their busy schedules to provide 1:1 guidance, training and support. The WRMSDC assisted Visa in building a strategy around the NMSDC National Conference held in Austin, Texas to prepare our team of first-time conference attendees to facilitate introductions with MBEs and get the most out of the networking sessions and workshops. The strategy session was well received by our team and resulted in a great experience and has motivated some of our category managers to get more involved at the conference level.



Dinita Caldwell

Director, Supplier Diversity-
Global Sourcing – Visa

WRMSDC offers a terrific blueprint for organizations striving to advance their own supplier diversity goals. They fully recognize the challenges of corporate environments which has led to the development of first class approaches to engage partners and suppliers through training, resourcing and networking events on a consistent basis.



Barbara J Mejia

Director, Procurement –
Las Vegas Sands Corp.

WRMSDC has allowed Hewlett Packard Enterprise to discover companies with unique capabilities and competitive offerings. We have been introduced to companies at events which turned into further conversations with procurement, allowing for sourcing opportunities and stakeholder exposure.



Julia Arnold

Supplier Diversity Program
Manager, Small Business
Liaison Officer – HPE

For more than seventeen years, Western Region Minority Development Council (WRMSDC) and MGM Resorts International (MGMRI) have contributed to the development of minority-owned businesses through a value-added partnership. The Council assists MGMRI's Global Procurement team by identifying and engaging minority-owned businesses, within the Western Region and nationally, for participation in procurement opportunities. WRMSDC, in addition, has been an integral partner for the MGMRI Supplier Diversity Mentorship Program by identifying emerging MBEs that can benefit from the program's mission to enhance operational and leadership development. In 2018, MGMRI spent more than \$32 million with WRMSDC certified MBE which represents 33% of our total MBE spend. MGMRI is committed to contributing to the development of diverse businesses and partnering with WRMSDC provides us the opportunity to fulfill this initiative.



**MGM Resorts
International**

WRMSDC and its leadership continues to provide exposure to MBEs with whom we can work to build our second tier spends. In addition, we gain great exposure to corporate members and from WRMSDC staff in making new connections and helping build on established business relationships. Keep it up, and thank you, WRMSDC!



SBM Management LP

Being active in the MBE community has gained exposure for R Mo Diversity Solutions beyond measure. WRMSDC events and workshops are a boost to gain knowledge. We were able to diversify our services from assisting with local, state and federal certifications all over the nation as well as assisting our clients with procurement opportunities with the corporate and government sectors.



Ranjani Mohana
President & CEO –
R Mo Solutions

Events

WRMSDC Waste Recycling Materials Southern California, Nevada, & Hawaii **BOYD** CONSTRUCTION **South Coast Paper**

Join us! **Be inspired, Be informed, Be understood!**

Nevada WRMSDC Spring Supplier Diversity Corporate Lunch & Learn and Procurement Roundtable

TUESDAY, APRIL 17, 2018 • 11:30am to 1:15pm

GOLD COAST

HOTEL & CASINO • LAS VEGAS
4000 West Flamingo Road, Las Vegas, NV
Lunch Provided

- Gain insight from leaders in Supplier Diversity
- Develop or sharpen your "Why" for supplier diversity
- Move from counting spend to making spend count
- Engage with fellow colleagues and answer the question: "What's keeping procurement and supplier diversity professionals up at night?"

Who Should Attend:
Chief Procurement Officers, Procurement Directors and Managers, Buyers, Supplier Diversity Leaders, Diversity Champions, and those Corporations wanting to strengthen their supplier diversity and inclusion initiatives.



SUPPLIER DIVERSITY CORPORATE BEST PRACTICES LUNCH AND LEARN

An engaging afternoon of learning and sharing infused with quality speakers and solid content as corporate purchasing professionals, supplier diversity leaders, and community partners gathered together to elevate their understanding and knowledge around supplier diversity

and minority business inclusion. At the Supplier Diversity Corporate Best Practices Lunch and Learn, a lucky winner from each table was bestowed with a copy of the recently released book, *Hacking Supplier Diversity* by Dr. Scott Vowels.



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.



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.



BUSINESS OPPORTUNITY MATCHMAKING BREAKFAST

Two of the pillars under WRMSDC's mission is Connect and Develop. Through the successful collaborative partnership with POWHer of WE—an organization providing relevant business-building programs and opportunities for women business owners—WRMSDC Nevada designed a Business Opportunity Matchmaking Breakfast which provided robust connection and development opportunities.

"Great turnout with NEW companies! Excellent speaker and selection of expert panel..."




14 Corporate Connection Rounds
+
1 Premier Power Panel
+
1 Distinguished Strategy Speaker

=

100% Very Satisfied or Satisfied Attendees



NORTHERN NEVADA SMALL & MINORITY BUSINESS OPPORTUNITY DAY

WRMSDC hosted its first event in northern Nevada which brought over 70 small and minority businesses together. The event started the journey for WRMSDC to focus on a region in our footprint that is seeing the economic benefits of many corporate relocations. It allowed small and minority businesses to have casual, interactive roundtable conversations with 10 outstanding corporations, and an intimate network reception to continue the conversations. The Council partnered with both the Women Business Enterprise Council (WBEC) West and the National Veteran Business Development Council (NVBDC).



"92% of surveyed attendees said they were satisfied with the event."

"96% of surveyed attendees said they were likely to recommend this event to a colleague."

A TRADITION OF EXCELLENCE. A VISION FOR SUCCESS.



Our ongoing commitment to developing and working with diverse and small businesses remains at the core of Vistra Energy.

That means not only investing in the diversity of our suppliers, but of our sales channels, customers, and workforce, too.

We're proud to contribute to a more inclusive and involved community.

Email us at supplierdiversity@vistraenergy.com to learn more.



WWW.VISTRAENERGY.COM



- How is your certifications working for you?
- Are you prepared for growth?
- Are you qualified for Corporate and Government Contracts?

Our team of experts **businesses** all over the nation with Local, State and Federal certifications such as SBE, MBE, WBE, SDVOSB, DBE, HubZone, GSA, 8(a) etc., We further research, analyze and target areas of opportunities with large corporations and government agencies.

We are an extended arm for **corporations** to evaluate their database and have their suppliers certified. Corporations get to report an increased diverse spend.

To find your eligibility options, go online with the following bitly link and fill out the form.

bitly.com/rmolcEQ

Our team will contact within 48 hours.

Phone: 925-244-0800 Email: info@rmolc.com Web: www.rmolc.com



Signature Events



EXCELLENCE IN SUPPLIER DIVERSITY AWARDS GALA

Our annual Excellence in Supplier Diversity Awards Gala recognizes the best amongst the Western Regional Minority Supplier Development 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.

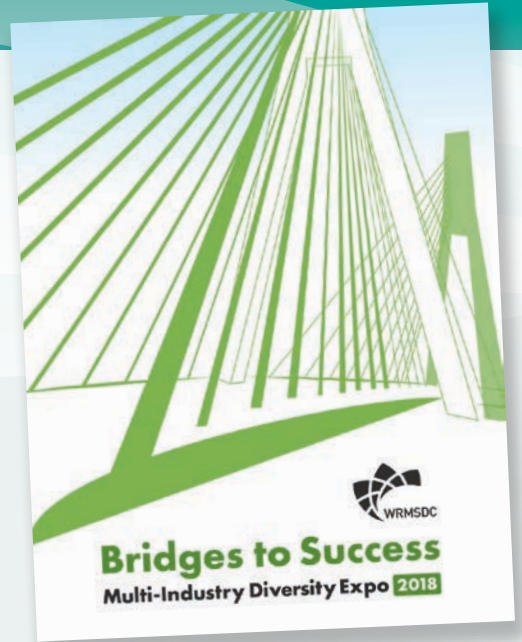




Sponsored by:



*Certified MBE



MINORITY BUSINESS OPPORTUNITY EXPO

WRMSDC pioneered the first NorCal minority-owned expo of its kind 41 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.

Sponsored by:



*Certified MBE



SUPPLIER DIVERSITY™

Growing Opportunities
Powered by Southwest Gas

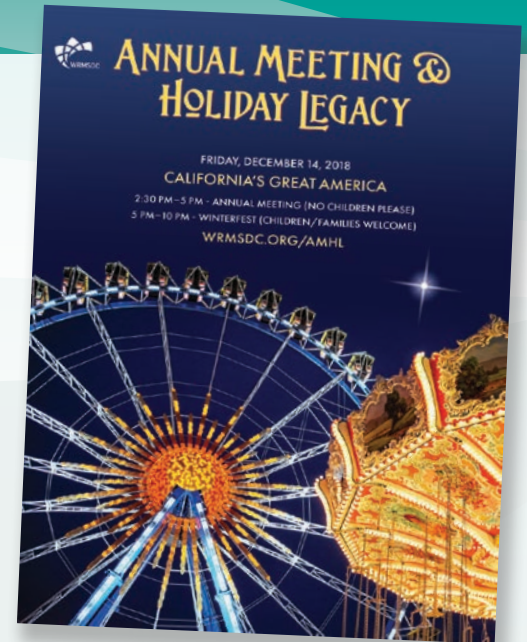
Southwest Gas is committed to providing business opportunities to the communities we serve.



SOUTHWEST GAS

ANNUAL MEETING HOLIDAY LEGACY

At WRMSDC's Annual Meeting Holiday Legacy, 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, and MBE Input Committee Chair also present the Council's strategic direction for the next year.

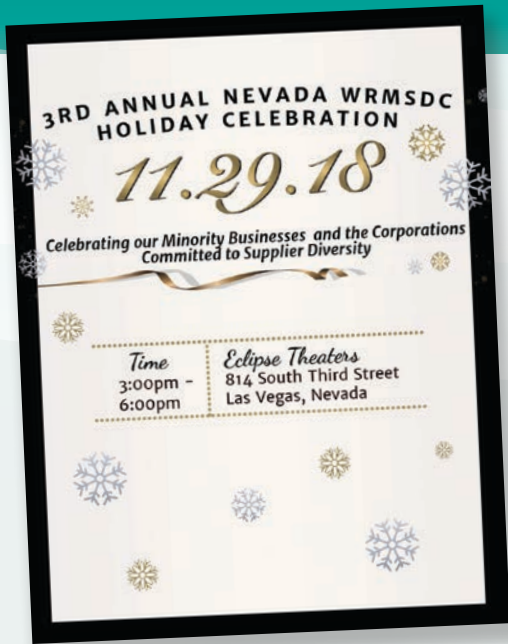




Sponsored by:



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NEVADA HOLIDAY CELEBRATION

A unique venue provided the backdrop to debut our first MBEs Stars Cinemas at the 3rd Annual Nevada WRMSDC Holiday Celebration. It shined the spotlight on MBEs with winners walking away with "People's Choice" recognition for creative best capability video. The afternoon saluted individuals, corporations, and organizations who have an authentic commitment to minority business success and growth. This annual affair assisted in providing corporate readiness funds for MBE development.





Sponsored by:



*Certified MBE

Message of Thanks

The Council would like to thank Christine for 10 years of service!

About:

Christine Liwai Garcia

has spent over twelve years impacting minority communities through her work in the non-profit sector. At WRMSDC, prior to becoming one of its vice presidents, she managed multiple departments, filled vacant positions concurrently, and held a variety of titles, including Director of Communications and Hawai'i Projects. In her current role, she leads program development, minority business services, major events, and communications, in addition to assisting with organizational planning, revenue generation, and other areas as needed. Moving the needle for women, people of color, and LGBT communities motivates Christine, along with using strategy and tactics to make a difference.

Christine is Native Hawaiian and Japanese with a hodgepodge of other ethnicities mixed in. Prior to joining WRMSDC, she worked in development, research, marketing and communications, and



consulting. She earned a master's degree in English from Mills College in Oakland, California, and studied abroad in Angers, France, and Florence, Italy. Her avid desire to learn new skills supports her hobbies, which include wooden sword making, boxing, and costume design. She is happiest reading, playing video games, attending geek conventions, or spending time with her favorite humans: a university librarian and a toddler who wants to be queen or Bruno Mars when she grows up.



What her colleagues say:

Christine is brilliant, exacting, and intense. She is an accomplished strategist, a phenomenal executive, and an inspiration to work with. Christine has proven over and over again that we can do anything by putting our heads together, rolling up our sleeves, and moving ever forward. – Rosemary Wetzel

A mentor once told me that “unexpressed honor, is no honor at all.” I’d like to stop and recognize an extraordinary act. Christine Garcia is celebrating 10 years with the WRMSDC. She is a brilliant and dedicated professional that could choose to do any kind of work, for any kind of organization, yet has chosen to dedicate her life to economic justice and equality. WRMSDC serves world-class corporations and matches them with the best entrepreneurs of color. This selfless act and commitment to excellence is rarely seen in today’s world of “me first.” It is with great pleasure that I congratulate her and thank her for being a faithful servant to the MBE community.
– Cecil Plummer

Staff Members (from Left to Right)

Chantel Miller

Executive Assistant and
Special Projects Coordinator

Rosemary Wetzel

Director of Certification

Christine Liwai Garcia

Vice President of Program
Development & Minority
Business Services

Cecil Plummer

President, CEO

Sheena Lyons

Events & Operations Specialist

Chrissy Thibeaux

Certification Assistant

Rose Davis

Director of Corporate Services
& MBE Development

Michael McQuarry

Vice President of Operations
& Corporate Services



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

michael@wrmsdc.org

Certification Questions

certification@wrmsdc.org

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

christine@wrmsdc.org

We look forward to a strong 2019!

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

Follow us on:

LinkedIn: [Western Regional MSDC](#)

Facebook: [@WRMSDC](#)

Twitter: [@WRMSDC](#)

Serious About Capacity Building?



Business Growth
Accelerator Program
powered by JFK University

Contact admin@wrmsdc.org for additional information

MISSION: POSSIBLE

2019 Black Tie Awards
& Fundraiser Gala

Thursday, May 2, 2019

6:00pm–11:00pm

Casa Real at Ruby Hill Winery
410 Vineyard Ave
Pleasanton, CA 94566





Inclusion inspires innovation. To find out how to become an Apple supplier, contact supplierdiversity@apple.com.