

WRMSDC 2019 Annual Report

We're
#1





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
- request for proposal (RFP) and contract distribution outlets
- Supplier Diversity program development
- supplier referrals
- business and private VIP events

Message from the Council

2019 was a remarkable year for the Council, not only because we were named the National Minority Supplier Development Council's "Council of the Year," but also because of the new partnerships and initiatives we launched. The Council staff, the Board of Directors, MBEs and our Corporate and Public supporters contributed significantly to make our success a reality. It is only together that we will be able to utilize Inclusive Supply Chain practices to strengthen our communities and corporate supply chains. Our 2020 Vision must be focused on making dramatic and intentional impacts. We must discard the myths and preconceived notions that impede progress and capitalize on the strategies and new approaches that have proven successful and show promise. 2020 Vision requires us to respectfully question everything, and humbly consider, embrace and adopt diversity of thought as we face a new decade. Thank you for your continued support, and may we all enjoy the results of clear focus and intentionality.

Thank you for the opportunity to serve,



Cecil Plummer

President and Chief Executive Officer

Western Regional Minority Supplier Development Council

Highlights, Awards and Achievements



Pictured:

**Sheena Lyons,
Christine Liwai Garcia,
Cecil Plummer, Shelly Brown
(Award Presenter – Aon),
Michael McQuarry,
Rose Davis, Chantel Miller**

*(Photo courtesy of MBN USA Magazine and
Powell Creative Services)*

2019 was a year of firsts in many ways. We:

- earned the title of NMSDC's 2019 Council of the Year!
- broke the 900-constituents mark on certified MBEs by attracting businesses from new industry sectors.
- relished in the success of our local supporters who won prestigious awards at the NMSDC 2019 Annual Conference:
 - Kaiser Permanente, Corporation of the Year
 - Rose International, Class Four Supplier of the Year
- debuted the MBE Showcase and Roadshow in Las Vegas. The objective was to ensure that our buyers understood that minority business doesn't necessarily mean small business.
- converted our General Assembly into Prime Time — an efficient way for our MBEs to demonstrate their commitment to supporting corporate requirements for supplier diversity and subcontracting activities.
- partnered with the Northwest Mountain and the Pacific Southwest Councils for the Tri-Council Minority Business Mega Summit in Las Vegas, a one-day event full of educational information around access to capital, growth, and winning more clients.
- connected our construction builders and tradespersons with heavy hitters in the industry for upcoming opportunities, development programs, access to capital, insurance & bonding, finance, jobs, and more.

Also, we were fortunate enough to welcome:

- the Vegas Golden Knights, a National Hockey League team. To show their commitment to diversity and inclusion, the Knights made a two-year pledge.
- Sutter Health through our relationship with Kaiser Permanente.
- the Port of Oakland, which is one of the busiest ports in the world and the biggest landlord in the Bay Area. They own miles of coastline land and their development portfolio ranges from building a new Naval Air Station to a proposed Major League Baseball stadium for the Oakland Athletics in Jack London Square.
- Genentech as a new local corporate member.
- CLEAResult, who is already a national NMSDC member, but they thought it was important to also become a local member and provide opportunities in the Bay Area.
- Google, which has a lot of spend, and is ramping up projects for their supplier diversity initiative.

Additionally, we had several companies sponsor us for the first time, including:

- BART (Bay Area Rapid Transit)
- the Golden State Warriors
- the Oakland Raiders
- Skanska
- Swinerton

Finally, we were able to stay On the Right Track, continuing 2018 initiatives. We:

- released our second diversity-based issue in the San Francisco Business Times. Our inaugural issue set a record for online impressions.
- completed the second year of our capacity-building program, called the Business Growth Accelerator Program (BGAP), in partnership with AT&T. The graduates from this program historically have year-over-year double-digit growth in both revenue from a percentage perspective and employee hiring.
- concluded the second year of the WRMSDC Advisory Committee. The Advisory Committee is a group of senior-level executives who meet three times a year to ensure that supplier diversity is growing intentionally.
- increased our social media presence, which resulted in 819 new LinkedIn and a total of 527 Facebook followers.

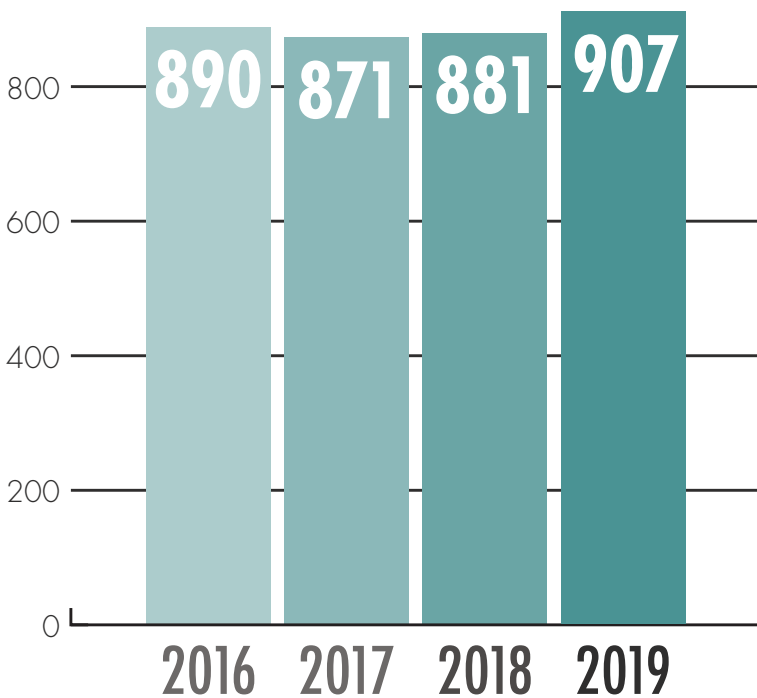
Our Minority Business Enterprises

Certified Minority Businesses

Companies must be Northern California, Nevada, or Hawai'i ethnic Minority-owned Business Enterprises (MBEs); 51% or more ethnic minority-owned, and 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.



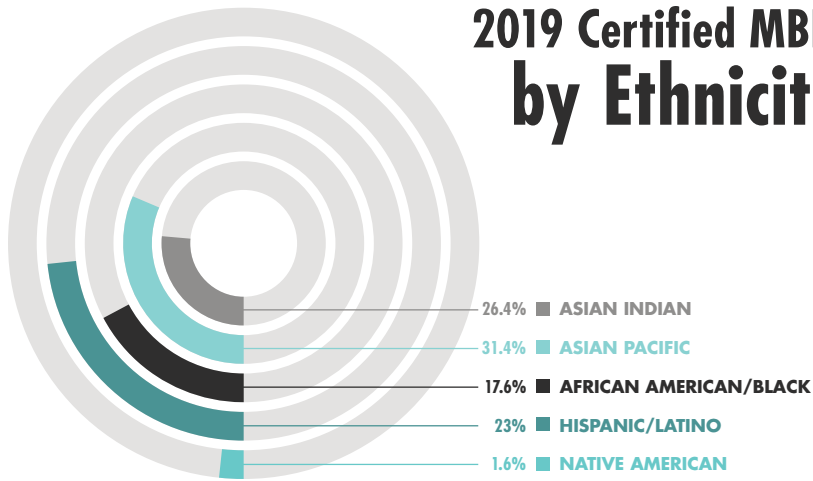
Year End Certified MBEs



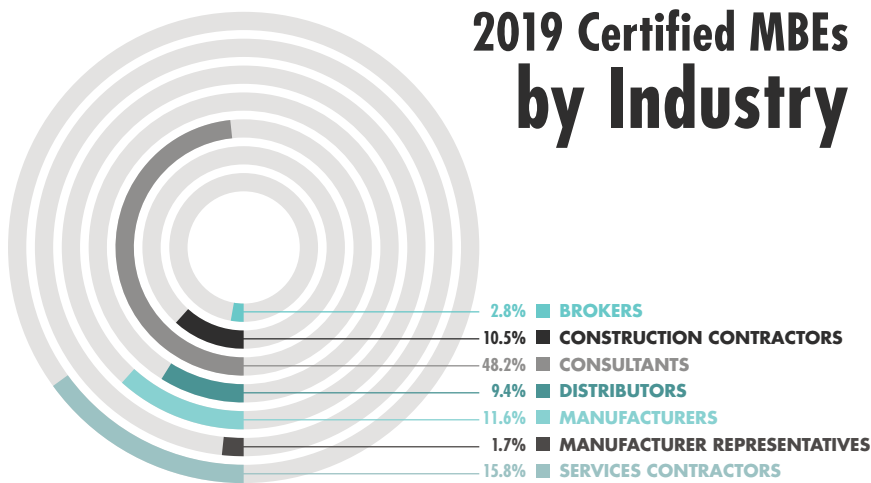
2019 Year End Certified MBEs by State



2019 Certified MBEs by Ethnicity



2019 Certified MBEs by Industry



2019 Certified MBEs by Gender

633
MALE

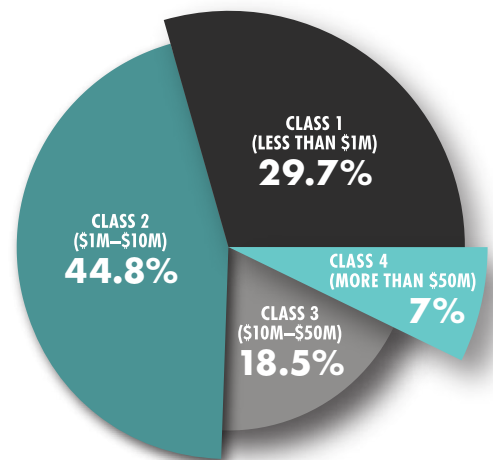
274
FEMALE

Total Revenue:



\$15,135,899,405

2019 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.

Advisory Committee



Vignesh Veerasamy

*Principal
EY*



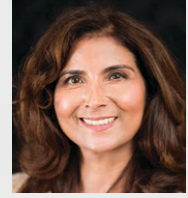
Neil Aronson

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



Johnathon Baker

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



Sue Bhatia

*CEO
Rose International*



Ken Gitlin

*Executive 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.*



Jessica Medeirosman

*Vice President of Procurement
Caesars Entertainment*



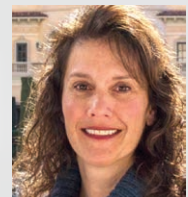
Cecil Plummer

*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*



We are currently accepting new members. For additional information, please contact admin@wrmsdc.org.

Board of Directors



TANYA NIXON

CHAIR
MANAGER
KAISER PERMANENTE



LISA CASTILLO

VICE CHAIR
SENIOR SUPPLIER DIVERSITY
MANAGER – WEST COAST
AT&T



KATHLEEN TRIMBLE

SECRETARY
VICE PRESIDENT,
SUPPLIER INCLUSION
ROBERT HALF



SALVADOR PEINADO, JR.

TREASURER
SR. SUPPLIER DIVERSITY
CONSULTANT
CSAA INSURANCE GROUP



TOM THATTACHERY

CERTIFICATION CHAIR
HEAD, SUPPLIER DIVERSITY
GLOBAL PROCUREMENT
GENENTECH



LYNN REDDRICK

SUPPLIER DIVERSITY PROGRAM
MANAGER, FINANCIAL MGMT.
FEDERAL RESERVE BANK OF
SAN FRANCISCO



RICHARD CHACON

IMMEDIATE PAST CHAIR
DIRECTOR, SUPPLIER DIVERSITY
AND DEVELOPMENT
MUFG UNION BANK, N.A.



CECIL PLUMMER

PRESIDENT AND CEO
WRMSDC



LANCE DORSEY

SENIOR MANAGER
SUPPLIER DIVERSITY
MCKESSON CORPORATION



WALTER FREEMAN

CORPORATE PROCUREMENT
& SUPPLIER DIVERSITY
APPLE, INC.



MELINDA GARCIA, Esq.

ESQUIRE
GARCIA & GURNEY ALC



ALAN GARTRELL

WESTERN REGIONAL DIRECTOR
OF PROCUREMENT
CAESARS ENTERTAINMENT



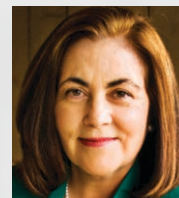
GERRI HARRIS

EXECUTIVE DIRECTOR,
DIVERSITY & CONTRACTS
MGM RESORTS DESIGN &
DEVELOPMENT



BOBBY JOHNSON

SR. MANAGER PROCUREMENT
+ HEAD OF SUPPLIER DIVERSITY
CLEARRESULT



JOAN KERR

DIRECTOR, SUPPLY CHAIN
RESPONSIBILITY
PACIFIC GAS AND ELECTRIC
COMPANY



STEVEN WUERTH

SUPPLIER INCLUSION MANAGER
GILEAD SCIENCES



MAULIK SHYANDI

MBEIC CHAIR
BUSINESS DEVELOPMENT
BAYINFOTECH



RANJANI MOHANA

MBEIC VICE CHAIR
PRESIDENT & CEO
R MO BUSINESS SOLUTIONS



OSCAR ALIAGA

NEVADA REPRESENTATIVE
PRESIDENT
CESS, LLC



RENEE BOYCE

NEVADA REPRESENTATIVE
PRESIDENT & CEO
MY NEXT CAREER PATH STAFFING,
LLC



NORBERTO VELEZ

IMMEDIATE PAST MBEIC CHAIR
PRESIDENT
CUSTOMIZED PERFORMANCE, INC.

Committees

Certification

Chair: Tom Thattacherry – Genentech
Julia Arnold – HP Enterprise
Carol Mason – Infinera
Ed Simpson – Caesars Entertainment

Corporate Education & Training

Chair: Lynn Reddrick – Federal Reserve Bank of San Francisco
Walter Freeman – Apple
Tom Thattacherry – Genentech
Kathleen Trimble – Robert Half

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: Tanya Nixon – Kaiser Permanente
Lisa Castillo – AT&T
Richard Chacon – MUFG Union Bank, N.A.
Salvador “Sal” Peinado – CSAA Insurance
Cecil Plummer – WRMSDC
Lynn Reddrick – Federal Reserve Bank of San Francisco
Maulik Shyani – BayInfotech
Tom Thattacherry – Genentech
Kathleen Trimble – Robert Half

Finance

Chair: Sal Peinado, Jr. – CSAA Insurance Group
Richard Chacon – MUFG Union Bank, N.A.
Alan Gartrell – Caesars Entertainment
Michael McQuarry – WRMSDC
Cecil Plummer – WRMSDC
Kathleen Trimble – Robert Half

Hawai'i Strategy

Chair: Tanya Nixon – Kaiser Permanente
Christine Garcia – WRMSDC
Cecil Plummer – WRMSDC

Marketing

Chair: Gerri Harris – MGM Resorts International
Bobby Johnson – CLEARResult
Rosemary Wetzel – WRMSDC

Nominating

Chair: Sal Peinado, Jr. – CSAA Insurance Group
Michael McQuarry – WRMSDC
Lynn Reddrick – Federal Reserve Bank of San Francisco

Training

Chair: Dwight Jackson – Metro Contract Group
Leslie Fleming Loville – Federal Home Loan Bank of San Francisco
Ranjani Mohana – R Mo Business Solutions
Maulik Shyani – BayInfotech
Mario Stadtlander – 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

Financials

Annual Report – 2019

	2016	2017	2018	2019*	*unaudited
Total Revenue	\$1,410	\$1,483	\$1,659	\$1,638	Revenue and Expenses are millions
Total Expenses	\$1,442	\$1,482	\$1,607	\$1,619	
Net Assets	\$662	\$704	\$757	\$853	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 2018 year have been reviewed and updated to reflect the audited results. WRMSDC's 2019 financial numbers represent preliminary results, and audited financial numbers will not be completed until later this year.

WRMSDC had another solid year for 2019. Calendar year 2019 represented three consecutive years in which the Council finished with a positive net profit. Despite a number of strategic headwinds and other challenges in the marketplace as experienced by several of our Corporate Members/Supporters in 2019 — which included reduced budgets, change in strategic direction, and the relocation of a longtime premier supporter out of California — WRMSDC was able to weather these challenges fairly well. Revenue exceeded \$1.6 million for the second year and represented a modest decrease of three percent to budget. Expenses were closely monitored and resulted in a seven percent decrease to ensure a positive net result. The Council's net assets exceeded the \$800 thousand mark for the first time.

Yet another first in the history of the Council was achieved in 2019: WRMSDC won NMSDC's Council

of the Year Award based on our 2018 calendar year results. Significant factors in this achievement included the strategic plan developed several years ago by the Board of Directors, as well as focused engagement and execution by Corporate Members/Supporters, constituents, and the WRMSDC staff.

The Council's strategic core of objectives for 2019 remained focused on Outreach/Recruitment, Organizational Dynamics, and Profitability. Additionally, as advised by the Advisory Committee and approved by the Board of Directors, the Council invested in a comprehensive marketing plan. As part of the plan, a SWOT analysis was done to highlight the Council's strengths and weaknesses. The objective was to focus on the gaps that would improve the Council's brand recognition, outreach/revenue opportunities, communication via website/social media, and overall operational efficiencies. For 2020, the objective will be to focus on those prioritized areas and invest in executing aspects of the plan with a heavy influence on programming and website functionality that positively impact our constituents and support our Corporate Members/Supporters' engagement with the Council and MBEs.

Sources of Revenue Forecast



In 2018, Signature Events & Other Fundraisers were highlighted as a huge success for WRMSDC as revenue allocation grew significantly from 26% to 30%. This important area continued as the top source of revenue for the Council at 30% for 2019. In an effort to provide additional value to members and constituents, WRMSDC partnered with two additional NMSDC affiliate councils to host the first-ever Tri-Council event held in Nevada, which was a success. The MBEIC General Assembly was rebranded to “Prime Time” which featured increased corporate engagement and provided additional opportunities for the MBEs. Two of the Council’s largest events, the Awards Gala and Multi-Industry Diversity Expo, achieved records in net-profit, exceeding the 2018 results.

In-kind support is another significant factor that at times can be overlooked. WRMSDC received up to \$70,000 of in-kind support for numerous value-added goods and services, which included Legal, Catering, AV, Printing, Marketing, Event Venues and various supplies. Support for these goods and services contributed significantly to the Council’s bottom-line, generating cost avoidance. The Council’s largest in-kind supporters included: Federal Reserve Bank of San Francisco, Garcia & Gurney, Chevron, World Wide Technology, Pacific Gas and Electric Company, Rose International, Eagle Promotions,

Rev One Design, MYS Brand & Project Management, Way To Be, and Proforma Element 7.

In reviewing the other revenue sources, certification revenue allocation grew to 29% over last year’s 28%. The total number of certified MBEs exceeded 900, breaking a three-year downward trend. Specifically, Class 4 MBEs (> \$50M) experienced organic growth from 3.5% in 2018 to 7% for 2019. For 2020, we will focus on targeted recruiting, leading-edge technologies, and key industries as corporations look for additional growth in the marketplace.

National Dues revenue grew by 11% in 2019 over 2018 and overall represented 18% of total revenue for the Council. As mentioned in another section, WRMSDC was awarded “Council of the Year” and earned maximum bonus dollars.

The only area that underperformed was Local and Corporate Support due to challenges in the marketplace in 2019. Revenue allocation dropped from 26% in 2018 to 23% for 2019. That said, WRMSDC added another 20+ new supporters in 2019, eight of which were local members and two national members: CLEAResult, Genentech, Google, the Vegas Golden Knights, Las Vegas Sands, Nexant, Port of Oakland, Southwest Gas, Sutter Health and Swinerton.

San Francisco Business Times – Supplier Diversity Supplement

SAN FRANCISCO BUSINESS TIMES

ADVERTISING SUPPLEMENT
JULY 12, 2019

WBEGPACIFIC
WOMEN'S BUSINESS ENTERPRISE COUNCIL

GGBA
GOLDEN GATE BUSINESS ASSOCIATION

WRMSDC



POSITIVE IMPACT

With Supply Chain Inclusion programs, companies are enhancing their success while strengthening their communities



INSIDE

KAISER PERMANENTE:
Advancing the commitment to impact spending.

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Top 22 companies including diverse suppliers.

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Reprinted with permission from the San Francisco Business Times.

From the president of WRMSDC: What is incentivized gets done!



Cecil Plummer – President and CEO,
Western Regional Minority Supplier
Development Council

Today's professionals are busier than ever. Not only do employees have to do their jobs, but companies require continuous learning, stretch assignments, two-way mentoring relationships and group charitable activities. At the same time, new studies reveal the importance of exercise, meditation and sleep. What about

work-life balance? There are not enough hours in the day for employees to do all the things necessary for a happy, healthy and prosperous life. At work, employees are forced to prioritize a myriad of tasks vying for their attention.

I believe that for most employees it comes down to a few things:

- What must I do to keep my job?
- What must I do to advance my career?
- What must I do to earn additional income?

Continuous learning, stretch goals, mentoring, sales, and regulatory compliance are all either required or incentivized because these practices help organizations reach goals. Everything else becomes a "nice to have." If supplier diversity is not incentivized or required, related activities will never attract enough attention to produce the desired results.

Dun & Bradstreet, EY and The Hackett Group have documented the ROI and benefits of inclusive supply chain practices. Salespersons get commissions and high performers get bonuses because incentives work. If companies want to capture the benefits of supplier diversity, employees must be incentivized.

Are you expecting results without rewards or recognition? What is incentivized gets done!

For more information about the Western Regional Minority Supplier Development Council, please visit our website: WRMSDC.org

The Case for Supplier Diversity



Supplier diversity is a growing movement among major companies. Businesses who understand both the cultural imperative and the business argument for this important practice know that supplier diversity is far from an empty public relations play: It's a strategy that adds value and enhances the success of the companies who use it. Indeed, the global market becomes a more complex entity every single day, and homogeneous supply lines are taking a toll on companies who don't take advantage of this diversity.

The worries that executives might have about the efficacy of proactively seeking out diverse suppliers are simply unfounded. Research from the Hackett Group, studying the performance of suppliers of top companies, found that only one percent of the diverse suppliers didn't meet expectations. By comparison, 23 percent of the suppliers exceeded their expectations and grew dynamically.

In short, supplier diversity is driving economic growth precisely because it's utilizing untapped markets of skilled people to supply some much-needed competition to the supply chains of the world.

In this supplement, four major companies have shared their practices and ideas in order to educate corporate leaders about the myriad reasons to engage with supplier diversity, as well as the many resources and techniques available to make supplier diversity the most effective in a given company that it can be. Executives from AT&T, Cisco, Pacific Gas and Electric Company and MUFG Union Bank, N.A. all come from distinguished supplier diversity programs, and can demonstrate that these programs drive business growth for both the suppliers and the companies themselves by being leaders in the supplier diversity space.

(Continued on pg. 16)

What is often overlooked by those skeptical of supplier diversity programs is that companies that don't do business with diverse suppliers are actually ignoring major buying power. Minority-owned companies have more than \$3 trillion dollars in buying power, while women-owned businesses boast sales of at least \$3.6 trillion dollars. So the success is already there – and there is no business model that isn't enhanced by partnering with successful possibilities.

Diverse suppliers are supported by regional groups like the Western Regional Minority Supplier Development Council (WRMSDC) and its parent organization, the National Minority Supplier Development Council (NMSDC). These groups help companies find diverse suppliers to help them achieve any number of goals, and represent yet another reason that ignoring the wave of supplier diversity successes doesn't make sense. Members of these groups report reduced costs, higher sales and increased productivity from their supply lines when they utilize diverse companies. The NMSDC reports that its certified list of minority business enterprises (MBEs) generate over \$1.1 billion dollars per day in wages, tax revenue, and income.

The fact is that diverse suppliers represent too large a proportion of the economy to responsibly ignore. Moreover, investing in supplier diversity is a practice that only sustains business growth, while also being essential to corporate responsibility. Supplier diversity is one answer to institutionalized forms of discrimination that plague businesses and societies all around the world.

The economy can be a powerful actor for change, and supplier diversity is one of the best methods to enact that change.

Who are diverse suppliers?

LGBT-owned businesses

Minority-owned businesses

Woman-owned businesses

Veteran-owned businesses

Service-disabled veteran-owned businesses

Businesses in Historically Underutilized Business (HUB) zones

Q&A: How Supplier Diversity program led to wins for WWT



"Supplier diversity is a critical component to any business's long-term growth and sustainability strategy. Without it, a business limits its growth potential and competitiveness."
– **Dicran Arnold**, Director of Diversity Business Development – West, World Wide Technology

Q: When did WWT create its formal supplier diversity program and what were the reasons for doing so?

WWT formally launched our Supplier Diversity Program in Jan. 2011, when we dedicated a full-time resource to lead the position. It had been the goal of Dave Steward, Ann Marr, Bob Wells and Dicran Arnold to establish a formal program. However it became more of a priority shortly after WWT lost its small business status with the Small Business Association along with heightened expectations from some of our key customers.

"Simply put, a diversity strategy which includes supplier diversity is a business imperative. Supplier diversity is a critical component to any business's long-term growth and sustainability strategy. Without it, a business limits its growth potential and competitiveness. It is personal to me because WWT has experienced the benefits first-hand. The access and opportunity the Minority Supplier Development Councils, including the WRMSDC, and our customers' supplier diversity programs have provided, have been a tremendous contributor to our growth. We had to earn the business through the value we deliver. However, without the access and advocacy, opportunities would be limited. We are firmly committed to serving and helping diverse businesses grow and will continue to do so," said Dave Steward.

Q: What aspects of your business are covered by supplier diversity?

WWT's procurement process is decentralized. However, our Supplier Diversity team meets with every buying entity to talk about our Supplier Diversity Program and how WWT can benefit from working with more nimble partners that can enhance our bottom line.

Q: What are some of the big "wins" of the program? For example, did you identify a superstar partner who may not have been on your radar before?

One of WWT's biggest success stories is the new Global Headquarters (GHQ) project which consisted of 3 separate new construction builds — the 208,000-sq. ft. 6-story + lower level office building, a 5-story 768-car parking garage, and a connection patio lid built by TW Constructors. It is the largest project to be awarded by a minority-owned company to a minority-owned company in the St. Louis market. TW Constructors received the 2018 Building St. Louis Award for the new construction of WWT's Global Headquarters building.

Q: How has the program changed or grown since it was first implemented?

There is more of an awareness internally on how our efforts to do business with minority-owned companies can make a difference not only to the bottom line but in communities of color. In many minority communities, minority-owned businesses are the top job creators.

Q: What advice would you give to companies who are thinking about creating their own programs?

It won't be easy but don't give up! Start by doing some research on who you are already doing business with. You will be surprised by the number of minority-owned business that you may already be doing business with. We were! Finally, please reach out to the diversity team at WWT. We will be more than happy to work with you to establish your supplier diversity program because we will all win if you are successful.

Banking on Supplier Diversity



"It helps to get discussion of supplier diversity in the C-Suite. When bank leaders are discussing important matters, supplier diversity becomes a primary consideration." Lynn Reddrick, Manager, Supplier Diversity, Federal Reserve Bank of San Francisco

Since establishing a more formal supplier diversity program in 2012, the Federal Reserve Bank of San Francisco has seen spending on minority- and women-owned businesses nearly triple.

The Federal Reserve Bank of San Francisco's supplier diversity program supports the bank's commitment to having its workforce and vendor roster represent the communities it serves.

With the passage of the 2010 Dodd-Frank Wall Street Reform and Consumer Protection Act, the bank received additional support for its strategic focus on inclusion and diversity. The

Dodd-Frank Act is known primarily for having introduced new regulations aimed at curbing reckless behavior on Wall Street. But also contained within the bill were many lesser-known reforms, including a measure designed to increase diversity in management, employment and business activities.

It was that directive that led the Federal Reserve Bank of San Francisco, one of the twelve regional banks that together form the Federal Reserve System, to further enhance its formal supplier diversity program to include cultivating a robust sourcing and procurement environment, says Lynn Reddrick, manager of the bank's supplier diversity program.

"While the bank has always been committed to supplier diversity, the creation of the Office of Minority and Women Inclusion, pursuant to the Dodd-Frank Act, reinforced that commitment, with a dedicated resource for businesses and a dedicated position overseeing it," she explains.

The availability of those resources, along with a commitment from the bank's business units to prioritize supplier diversity, has contributed to the near-tripling in spending on diverse suppliers, Reddrick says. In 2012, spending on minority- and women-owned vendors represented just 6% of total procurement, according to a 2018 report to Congress. Today, that number is 17%. The number of diverse businesses is also trending up, from 85 in 2017 to 100 in 2018.

The supplier diversity team coordinates with business units across the organization, including those working with the bank's offices in Los Angeles, Phoenix, Salt Lake City, Portland and Seattle, as well as its headquarters in San Francisco, to ensure that diverse suppliers have the opportunity to compete for contracts. The bank frequently awards contracts for needs such as construction, maintenance, consulting, training, IT and audio-visual services. The supplier diversity program collaborates with these business units in all these areas. "We're involved in any competitive procurements, with a special emphasis on contracts \$10,000 and up," Reddrick says.

The growing supplier diversity function at the bank operates differently than it typically does at private corporations. The Federal Reserve Bank of San Francisco doesn't sponsor organizations or events, for instance, but has been able to demonstrate its leadership in the supplier diversity realm — both within the Federal Reserve System and across the industry — by supporting and educating diverse companies. Since 2014, these efforts have resulted in several industry awards.

(Continued on pg. 18)

"We provide technical assistance to the business community," explains Reddrick. The supplier diversity program hosts workshops and provides educational resources to help diverse companies be in a better position to secure contracts with the bank and help them grow their businesses and succeed. The bank's business units also participate in these events by providing technical expertise and meeting with companies to share how to do business with the bank. In addition, the program maintains relationships with advocacy organizations like the Western Regional Minority Supplier Development Council, or WRMSDC.

The key to the Federal Reserve Bank of San Francisco's success in attracting more diverse suppliers? "Senior management support," Reddrick offers. The supplier diversity program reports directly to the chief financial officer — a recognition of the importance of supplier diversity to the bank, she says. "It helps get discussion of supplier diversity in the c-suite. When Bank leaders are discussing important matters, supplier diversity becomes a primary consideration."

Additionally, Reddrick says visibility — internally as well as externally — should be a top priority for supplier diversity managers. "Internally, it's been especially effective for me to participate in various bank activities. By interacting with employees across the bank, I can better understand what goods and services they need and how I can connect them." Externally, she feels "establishing relationships with diverse supplier advocacy groups, attending meetings, showing that there is commitment," has amplified her efforts.

"Our network is so strong from joining those organizations," she says. "It's helped us find vendors and learn best practices. And we have the resources to ask for help when we need it."

Innovation through Supplier Diversity at Ernst & Young



"Through our initiative we have created a distinctive experience for suppliers by teaming together to develop innovative solutions, strategies and accelerating possibilities as we respond with a diverse mindset to our customers, clients and communities." — **Theresa Harrison**, Director of Inclusive & Sustainable Procurement, Ernst & Young (EY)

It can be difficult for multinational organizations, with supply chains stretching around the globe, to focus on supplier diversity. But according to Theresa Harrison, Director of Inclusive & Sustainable Procurement for professional services firm Ernst & Young (EY), it's well worth the effort. "I believe what supplier diversity does is drive competition and promote innovation," she says.

Harrison has been at the helm of EY's Inclusive & Sustainable Procurement initiative since its inception in 2004, bringing a wealth of experience from a similar position at oil and energy firm Baker Hughes. She says that at the core of EY's initiative is a "commitment to inspire diverse suppliers to think big and be confident in their ability to provide high-quality goods and services." Under her leadership EY's initiative has grown considerably, "from a domestic program now to a global program," she says.

EY's diverse suppliers come from many underrepresented communities including "women, minorities, LGBT, veterans" as well as disabled owners across "fifteen countries" according to Harrison. The program has certainly become well-recognized, having now won awards internationally in countries like the U.S, Canada and South Africa.

Harrison says a key part of the program's success is the active role that EY plays in the development of the suppliers they support. "We host different programs around sales culture and agility... being the disruptor, not [the] disrupted. They're all around how technology or the disruptive age is impacting diverse suppliers," she says. In addition, the organization hosts pitch competitions to develop suppliers' value statements and their elevator pitch to corporations. These competitions "have developed more confident suppliers, provided engagement with our procurement team and scholarships to Tuck Business School," according to Harrison.

Diverse supplier development and utilization have had a big impact, according to Harrison. "Through our initiative we have created a distinctive experience for suppliers by teaming together to develop innovative solutions, strategies and accelerating possibilities as we respond with a diverse mindset to our customers, clients and communities," she says. It's one of the reasons Harrison asserts that having a supplier diversity initiative provides a competitive advantage to firms that invest in them.

Q&A: Kaiser Permanente's commitment to Impact Spending



"It is not about checking a box but rather improving the economic health of both Kaiser Permanente and the communities we serve for years to come. When diverse enterprises thrive, everyone wins." – **Ije-Enu Udeze Nwosu**, Executive Director, Kaiser Permanente Buy to Pay – Impact Spending

Q: Please describe Kaiser Permanente's initiatives, strategies, and outcomes of Kaiser Permanente's supplier diversity.

We start with grounding the entire organization in the same truths:

- Large businesses can increase their overall community impact by working with small and diverse suppliers.
- Nearly every waste in the waste stream leaving the hospital and medical offices comes in through the purchasing function and capacity – we must bring more sustainable products to bear as environmental impact is disproportionately impacting the communities with lower levels of health.
- By creating economic opportunity, we can improve health and access to better healthcare.
- We can do all this while driving affordability in lower cost of products and services.

To propel this, Kaiser Permanente has invested in the Buy to Pay-Impact Spending department as part of our overall sourcing efforts. Impact Spending is about taking the tremendous work of the National Supplier Diversity program to the next level. We are doing this by integrating our overall contract savings strategies, along with our aggressive environmental sustainability objectives to maximize the power of every dollar that our enterprise spends, particularly in those communities that need it most. We strive to transform the way we do business to more intentionally and effectively support inclusive local economic opportunity, as a core underlying driver of health.

Kaiser Permanente spends roughly \$22B annually on products and services in six areas: supply chain, pharmaceuticals, corporate products and services like IT and consulting, cleaning and janitorial, print and document management, facilities and support services, and medical/surgical products. We optimize this spend not only for economic impact (diverse spend with small suppliers and direct economic impact by the creation of jobs in the communities we serve), but also for sustainability (where, by 2025, we need to ensure that a minimum of 50% of all the products we procure meet 11 environmental requirements around safer chemicals, less landfill impact, etc.) and affordability (where we continue to leverage our total volumes to obtain better pricing on products and services).

With the intention of continuing to move from "counting our spend" to "making our spend count," this integrated effort is how we define "Impact Spending."

Ultimately, we create positive health outcomes by targeting spend in our communities that helps address economic and environmental disparities. Impact Spending is the triple win of community impact, environmental sustainability and affordability. Our work is focused in these areas:

Supplier Diversity and Economic Impact

Creating economic opportunity is one of the core tenets for improving health and equity. We drive supplier development through various programs and recognition. We provide capacity-building opportunities for diverse and local entrepreneurs in our supply chain and footprint to create wealth and employment. We collaborate with other institutions and large-scale purchasers to optimize our collective impact. As small businesses grow, so does the economy.

We are taking our supplier diversity program to the next level by maximizing the power of our overall spend:

- We will continue to drive diversity and inclusion in our supply chain.
- We will continue to spend nearly \$2 billion annually with minority, veteran and woman-owned suppliers as a member of the Billion Dollar Roundtable.
- We will build capacity of diverse suppliers to enhance their competitiveness and growth in the communities we serve whether the supplier does business with Kaiser Permanente or not.

(Continued on pg. 20)

- We will contribute to Total Health by using a comprehensive approach to supplier diversity to create community wealth, generate good jobs, and support the development of businesses that can spur economic development. This creates better health outcomes in the communities we serve.

Environmental Sustainability

Sourcing/procurement is a gateway for nearly every product or service used in the hospital and elsewhere. It is essential that our suppliers reduce the environmental and human health impact of their products and services. Kaiser Permanente is currently on track to becoming carbon neutral by next year and has committed to ambitious environmental goals for the year 2025 that include becoming carbon positive, buying only sustainably produced and antibiotics-free food and sending zero waste to landfills. We have started by increasing our purchase of products and materials meeting our rigorous environmental standards thereby minimizing/eliminating negative health outcomes.

We will continue to leverage our size and scale to the best economic advantage. Ultimate optimization of our impact on spending means that it does not cost more, now or in the future. We have shown this can be achieved if we strategically understand our sourcing category management and increase the expectations of all of our suppliers to our triple goals around impact spending.

Q: What are some of the big “wins” of the program? For example, did you identify a superstar partner who may not have been on your radar before?

In 2016, Kaiser Permanente partnered with the Initiative for a Competitive Inner City (ICIC) - a national non-profit research and advisory organization and the leading authority on U.S. inner city economics and the businesses that thrive there. ICIC's mission is to drive economic prosperity in America's inner cities through private sector investment to create jobs, income and wealth for residents. Together we hosted the Inner-City Capital Connections (ICCC) Program – a national program designed by the Initiative for a Competitive Inner City (ICIC) to help small businesses in economically distressed areas, whether they did business with us or not, to build capacity for sustainable growth in revenue, profitability, and employment. It's offered free to all suppliers. ICCC's national footprint provides a scalable model across all Kaiser Permanente regions and allows for measuring outcomes and comparing data across Kaiser Permanente's footprint.

A business must be an independent, for-profit or non-profit corporation, partnership or proprietorship, headquartered or more

than 51% of its physical operations located in an economically-distressed area OR have more than 40% of employees residing in an economically-distressed area. We typically work with businesses that are at least two years old and with annual revenues of at least \$500,000. From 2016–2018, seven Kaiser Permanente cohorts were completed across the US with 583 participants. The impact both within their businesses and their communities has been tremendous. The 2016 and 2017 ICCC alumni from Kaiser Permanente's Los Angeles and Oakland cohorts have raised \$29.4 million in capital, created 549 new jobs and experienced an average 42% growth in revenue.

Q: What is the value of supplier diversity and how does it help your bottom line?

We fundamentally believe that we can do well and do good at the same time. Engaging diverse businesses brings innovation, agility and cost competitiveness. Let's dispel a common myth: diverse is not synonymous with small. We work with many large, established and diverse enterprises as well as smaller businesses in the community. Diverse enterprises traditionally hire diverse talent representing their own communities. This stimulates the economies impacted and creates more employment and individuals who are able to now afford health care. As businesses, we must work together to create healthier communities for all. We also demand that our large non-diverse suppliers take on the mantle of impact spending within their organization to further drive impact across our entire supplier base.

22 Top Bay Area Companies for Supplier Diversity

We called upon Bay Area companies to send us their data regarding five determining factors of supplier diversity. The top 22 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).

RANK	COMPANY	Percent of spending with 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
1	Pacific Gas and Electric Company	41.43%	YES	YES	ALL	ALL
2	AT&T	26.80%	YES	YES	ALL	ALL
3	EY	17%	YES	YES	ALL	WRMSDC
4	Kaiser Permanente	13%	YES	YES	ALL	GGBA/WRMSDC
5	CDW	12%	YES	YES	ALL	NONE
6	State Compensation Insurance Fund	35%	YES	YES	NGLCC/WBENC	WRMSDC
7	Rose International, Inc.	30%	YES	YES	NMSDC/WBENC	WRMSDC
8	Netpace Inc	20%	YES	YES	NMSDC	WRMSDC
9	Abbott	22%	YES	YES	ALL	NONE
10	MUFG Union Bank, N.A.	14.30%	YES	YES	NMSDC/WBENC	WRMSDC
11	Federal Reserve Bank of San Francisco	19.40%	YES	YES	NMSDC	WRMSDC/WBEC-PACIFIC
12	VMware	N/A	YES	YES	NMSDC/WBENC	WRMSDC
13	EBMUD	20%	YES	NO	NMSDC/WBENC	WRMSDC/WBEC-PACIFIC
14	BayInfotech	80%	YES	NO	NMSDC	WRMSDC
15	Oracle	18%*	YES	NO	NMSDC/WBENC	WRMSDC
16	CSAA Insurance Group	10%	YES	NO	NGLCC	WRMSDC
17	Chevron	18.46%	YES	YES	ALL	ALL
18	Mosaic Global Transportation	N/A	YES	NO	NMSDC	GGBA/WRMSDC
19	CLEAResult	26%	YES	YES	ALL	WRMSDC
20	Hewlett Packard Enterprise	28%	YES	NO	NONE	WRMSDC/WBEC-PACIFIC
21	Blue Shield of California	3.80%	YES	YES	NONE	GGBA/WBEC-PACIFIC
22	World Wide Technology (WWT)	5%	YES	NO	NMSDC/WBENC	WRMSDC

*indirect spend

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; Honolulu, HI; Lincolnshire, IL; Minneapolis, MN; St. Louis, MO; Las Vegas, NV; Austin, Irving and 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 (Within Our Local Footprint)

Apple, Inc.
Applied Materials, Inc.
Caesars Entertainment Corporation
Chevron Corporation
The Clorox Company
Facebook, Inc.
Genentech, Inc.
Global Experience Specialists Inc.
Google
HP, Inc.
Infinera Corporation
Intel Corporation
Kaiser Foundation Health Plan, Inc.
MGM Resorts International
Nexant, Inc.
Oracle Corporation
Pacific Gas and Electric Company
R&R Partners
Robert Half International, Inc.
Ross Stores, Inc.
Salesforce
Scientific Games Corporation
Swinerton
Uber Technologies
Wells Fargo & Company



LAS VEGAS SANDS

is proud to be a member of the
Western Regional Minority Supplier Development Council.

Sands

LAS VEGAS SANDS CORP.

Testimonials

The WRMSDC has been an invaluable tool in assisting Mosaic Global's growth over the 10 years we have been a certified MBE. The access granted, to some of the largest corporations in the United States, has been phenomenal. Thank you, Cecil and the team, at the WRMSDC.



Maurice H. Brewster
Mosaic Global Transportation

Over the years WRMSDC has played an increasingly significant role in advancing business opportunities for TSAO Design Group/Architects. Panel discussions always focus on current and relevant business topics and matchmaking events provide a unique forum for networking and forging strategic partnerships. WRMSDC has enabled us to cultivate durable relationships with clients like Kaiser Permanente, MUFG Union Bank, N.A., Robert Half, Pacific Gas and Electric Company and others. Kudos to Cecil, Christine, Rosemary and the entire WRMSDC staff for creating such a valuable business resource. Keep up the great work!

TSAO Design Group

Jonathan Tsao
AIA, NCARB, LEED AP
Principal

Membership in WRMSDC is a game changer for businesses (particularly Minority Business Enterprises, or "MBEs") looking to grow. I have personally seen small businesses grow through many trainings offered to MBEs through WRMSDC. With mentorship and networking opportunities, WRMSDC creates an atmosphere where MBEs can thrive. I strongly recommend membership to any MBE because access to new client opportunities as well as educational programs are crucial to the growth of any business.

GARCIA & GURNEY
A LAW CORPORATION

Melinda Garcia, Esq.
Shareholder
Garcia & Gurney, ALC

S+B James Construction could not think of a better organization to be involved with that truly is out to make an impact. Cecil and his team have been instrumental in providing the right opportunities / events through WRMSDC. All the events hosted by WRMSDC are always orchestrated with extreme precision to provide the most value to not only vendors but also to the organizations that are seeking to meet their diversity goals. This is what keeps the excitement level and attendance up at these opportunities.



Heman Chand, MBA
Project Executive
S+B James Construction

The real purpose and value that WRMSDC displays, translates so much further than a positive return on investment. WRMSDC is positively impacting the economy within the communities the Council and MUFG Union Bank, N.A. services. There is no better place to develop your business than WRMSDC. The opportunities to meet / network with new business contacts, strengthen existing relationships, enhance your brand and exchange ideas with the actively participating members is phenomenal.

UnionBank® MUFG Union Bank, N.A.

The Federal Reserve Bank of San Francisco (FRBSF) and the Western Regional Minority Supplier Development Council (WRMSDC) have a strong partnership and shared commitment to engage, support, educate, and connect with minority-owned businesses. This partnership has enabled the FRBSF to identify suppliers for its procurement opportunities, provide technical assistance to its members, and engage with the diverse business community. FRBSF is honored to provide WRMSDC leadership with resources and strategic planning counsel through participation in outreach efforts, the Board of Directors, and the Advisory Committee.



**Federal Reserve Bank
of San Francisco (FRBSF)**

Forums

Nevada WRMSDC Supplier Diversity Corporate Best Practices Forum

No supplier diversity program is one size fits all... The Corporate Best Practices Forum allowed attendees to gain insight from leaders in Supplier Diversity and engage with fellow colleagues to answer the question: "How do we raise the bar on supplier diversity and inclusion for our companies?"



Nevada WRMSDC Supplier Diversity Corporate Best Practices Forum

WEDNESDAY, June 12, 2019



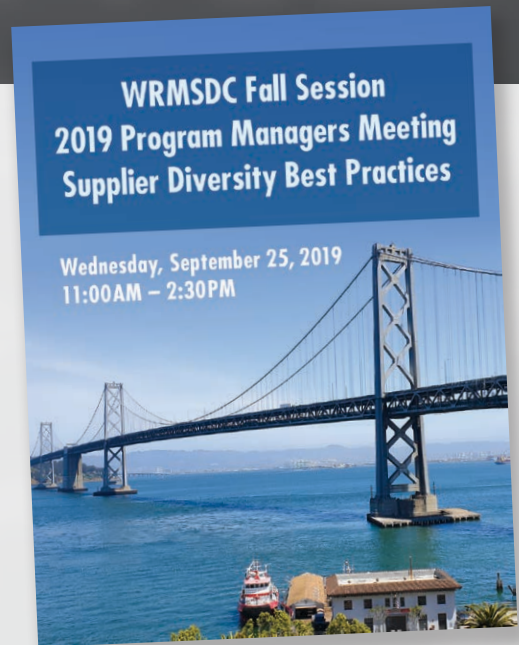
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South Coast Paper
Products/Performance/Possibilities

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.



Programs

The WRMSDC strives to develop our constituents into stronger candidates for opportunities with our corporate members and supporters.



Our partnership with Silverback Cybersecurity and Intrinsyx Technologies extends the following services:

- Policy Development
- IT Cybersecurity Assessment
- Cybersecurity Business Audit

Silverback Cybersecurity & Consulting partners works with businesses to help them achieve their security goals in alignment with their business goals. We support companies of varying sizes by developing custom security solutions, well-suited for their environments and needs.



Intrinsyx Technologies is a Systems Engineering and IT services contractor best known for its cybersecurity work. We have over a decade of experience performing Threat Management and deploying Incident Prevention controls for Federal government and Fortune 500 companies. Our customers include NASA, the US Navy, Lockheed Martin, Dell, HP, and the University of California.



Our partnership with the Construction Resource Center extends assistance and resources to contractors and tradespersons.

The Construction Resource Center (CRC) was established in 2014. The goal was to provide an online and onsite educational platform that was available to assist contractors, tradespersons and future construction professionals with solutions to challenges and existing processes that typically result in a loss of revenue, business, and/or career.



John F. Kennedy University's 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.



We partnered with MGM Resorts International to create the Supplier Diversity Mentorship Program. MGM Resorts International’s supplier diversity division strives to highlight areas of business development for emerging diverse suppliers currently conducting business with MGM Resorts. The goal is to provide suppliers with guidance and resources from subject matter experts to enhance their business operations and position them to compete in the corporate supply chain.



Meet the 2019 MGM Resorts International Mentees, pictured from left to right: Mona Steck, *Setting by Mona*, Maurice Williams, *Cleaning Services*, Rose McKinney James, *Energy Works LLC* (MGM Resorts International Board of Directors Member), Nikki Stevens, *Ideal Foods*, Francisco Soto, *Mailmax Mailing*

John F. Kennedy University: Business Growth Acceleration Program Class of '19

In 2017 we launched our first cohort of the Business Growth Acceleration Program at John F. Kennedy University's Institute of Entrepreneurial Leadership (IEL). Meet our 2019 graduates, pictured from left to right:



Pictured: Rob Lippincott – BGAP Mentor/Facilitator, Norberto Velez – Customized Performance, Inc., Chike Agbai – Azumo, Jerry Paulino – Guam Pak Express, George Nio – APO Med Consultants, Ranjani Mohana – R Mo Diversity Solutions, Catherine Meulemans – Alvarado Smith, Maitjian Welke – CMIT Solutions, Jayati Goel – Nidaan Systems Inc., Cecil Plummer – WRMSDC President, Dina Finta – BGAP Director/Facilitator/Mentor

Not Pictured: Maurino Flora – APO Med Consultants, Regina Jones – Accurate C&S Services, Inc., Jeff Hutchins – Hutchins Inc., Joseph Bohorquez – Bess Utility Solutions

Sponsored by:



Serious About Capacity Building?



Business Growth
Accelerator Program
powered by JFK University

Contact admin@wrmsdc.org for additional information

Events

Las Vegas MBE Showcase and Road Tour

WRMSDC kicked off the year in January with an inaugural Las Vegas MBE Showcase and Roadshow. Corporations and government entities spent the day being exposed to MBE capabilities by touring their facilities or operations, allowing for a deeper perspective of minority business opportunities and success. The stops included a diverse blend of high-performing MBEs.



Sponsored by:



Tri-Council Minority Business Mega Summit

Collaborating for success is part of WRMSDC's DNA. Three of the National Minority Supplier Development Council's regional affiliates – Northwest Mountain, Pacific Southwest, and Western — partnered together for the Tri-Council Minority Business Mega Summit. Business owners and corporate sourcing professionals across 11 states enjoyed a highly interactive day of Corporate Connections, World-Class Knowledge and Professional Networking.



Sponsored by:



Business Opportunity Connections: Ready, Set, Grow!

WRMSDC teamed up with POWHer of WE and revved the engines of diverse business owners at the Gold Coast Hotel & Casino Nevada Ballroom in Las Vegas, NV. Those in attendance had an exciting and engaging day with a pit stop marketplace, TED-style talks, industry-specific roundtable connections, and an intimate victory lap networking reception.



Business Opportunity Connections
READY, SET, GROW!

Wednesday, July 17, 2019
 11:00 AM - 6:00 PM

Gold Coast Hotel
 Nevada Ballroom
 4000 W. Flamingo Road
 Las Vegas, NV

11:00 AM - 4:30 PM: Program, Lunch, Marketplace, and Roundtable Connections
 4:30 PM - 6:00 PM: Networking Reception

For more info or to register: <https://bit.ly/2ZXcHyO>

REV UP YOUR ENGINES
 Join us for a powerful afternoon to fuel your business and accelerate your growth strategies!
 Check out the race day event line-up:

Our Featured Speaker:

Rosita Brown, Entrepreneur, Change Agent, & Player Programs & Franchise Development Manager for the Las Vegas Aces WBA.

Pit Stop Marketplace:
 Showcase your business with food & beverage tastings, product demos, or innovative service offerings.

TED-style Talks:
 TED-style talks to boost your competitive advantage & grow your customers.
 • Ignite Your Business Engines
 • Embrace the Millennial Generation
 • Hire and Retain or Writing a Winning Proposal

Industry Roundtable Connections:
 Meet Procurement Pros from corporate & government.

Victory Lap Networking Reception:
 Opportunity to build REAL relationships.

GET IN THE RACE!
 To sponsor or to get your marketplace space, contact Rose Davis, WRMSDC at rose@wrmsdc.org

Logos for sponsors: MGM Resorts, Boyd Gaming, NV Energy, Eagle Promotions, CESS, US Bank, Turner.



Sponsored by:



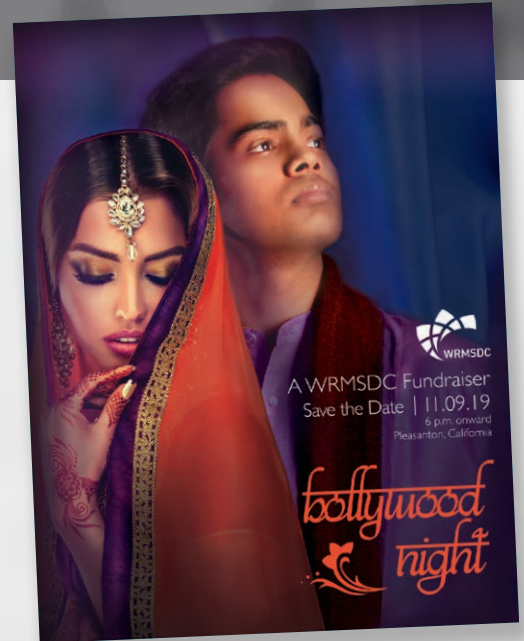
Prime Time

Our Prime Suppliers and Platinum Members asked, and we listened! Prime Time manufactured an environment where both groups could do more Matchmaking or Subcontracting Events with the MBEs looking for new business. Corporate representatives attended to encourage MBEs to do business with each other and share their insights.



Bollywood Night Fundraiser

The Bollywood Night Fundraiser was a culturally enriched evening with gourmet food, henna art, networking, dancing, entertainment and more. Contributions for the event went towards supporting WRMSDC's impact on minority communities through training, educational programs, and events that directly benefit the MBE community.



Builders & Tradespeople Construction Day

Diverse suppliers and subcontractors joined the WRMSDC on October 24, 2019 at the Oakland Asian Cultural Center for the Builders & Tradespeople Construction Day to hear directly from Builders, Utility/Infrastructure Companies, and companies that fund building projects and are looking to hire General Contractors & Tradespeople. The day was filled with moderated general sessions, and industry-specific breakout rooms, where moderators covered the following categories with Corporate Participants: General & Sub-Contractor Prerequisites, High Demand/Specialty Trades, and Development & Assistance Resources. Attendees received expert advice where they learned about access to capital, insurance & bonding, finance, jobs, and more.



Sponsored by:



Nevada Holiday Celebration

Our 4th Annual Nevada WRMSDC Holiday Celebration applauded the remarkable corporations who give opportunities to MBEs and small businesses in our community, with deep gratitude. This annual affair celebrated the POWER of Small during the gratitude and giving season. The funds raised were allocated to the corporate readiness funds for MBE development.



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EAGLE PROMOTIONS
Custom Apparel & Promotional Items



MGM RESORTS INTERNATIONAL



rh Robert Half®



SOUTHWEST GAS



Triplett CPA Firm, PLLC



Nevada Holiday Celebration Winners

Celebrating Success Awards Honorees

EAGLE
PROMOTIONS
Custom Apparel & Promotional Items

Eagle Promotions Community Enrichment Award



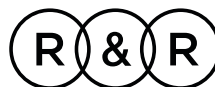
Caesars Entertainment Impact Award



Nevada State Assembly Speaker, Jason Frierson
Inclusion Award



MSE Environmental Rising Star MBE Award



PARTNERS

R&R Partners Spirit of Service Award

Signature Events

Mission: Possible

2019 Black Tie Awards & Fundraiser Gala

On May 2, 2019 Corporate Members and certified Minority Business Enterprises (MBEs) competed for awards celebrating individual and corporate advocacy, MBE development, and partnership with WRMSDC. The winners are recognized for their commitment to Supplier Diversity and outstanding efforts in advancing purchasing opportunities for minority-owned businesses.



TOP SECRET

Gala marketing powered by:  **KAISER PERMANENTE®**

Event Supporters:



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Gala Award Winners

WINNER!

The 2019 Excellence in Supplier Diversity Award Winners are as follows:



World Wide Technology

All Money is Green: World Wide Technology was recognized as a dedicated community leader with excellent service, support, and innovation that works to do business with other MBE companies.



World Wide Technology

Cornerstone of the Year: World Wide Technology was named by the WRMSDC awards judges as an innovative, inclusive champion that prioritizes mentorship, community, and generosity.



Ambassador of the Year: Scott A. Vowels, Apple, won this award for his service as one of WRMSDC's most powerful advocates within the community and throughout the network of current and prospective MBEs and Corporate Members.



Executive of the Year: Dr. Ronald L. Copeland, Kaiser Permanente, was recognized as a strategic leader driving an inclusive culture and building a legacy of mentorship and commitment; a champion who includes Supplier Diversity in his holistic (and therefore sustainable) approach to diversity and inclusion.



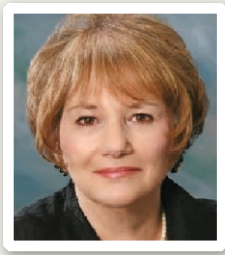
Buyer of the Year: Toni Tran, Pacific Gas and Electric Company, was recognized for finding creative ways to engage MBEs; high level of dedication to increasing spend with MBEs; and engaging with the Supplier Diversity team to help support sourcing needs.



Innovator: Tracey Somerville, EY, received this award for her willingness to go above and beyond for WRMSDC and her exceptional ability to not only create and recognize great ideas, but also turn those ideas into actionable strategies that make a difference in the lives of our diverse suppliers.



Collaborator: Lynn Reddick, Federal Reserve Bank of San Francisco, was recognized as an incredible supporter who has served as a generous partner, matching WRMSDC stride-for-stride in impacting communities of color.



Kathleen Trimble Legend:
Kathleen Trimble, Robert Half, won this inaugural award for her service as an industry leader and legend in the field who has spent her life serving diverse communities. In subsequent years, the award will go to individuals who embody Trimble's spirit of wisdom, leadership, and philanthropy.



President's Choice:
Richard D. Daniels, Kaiser Permanente, was recognized not only as a respected leader in the Information & Technology Community, but someone who is also admired by his colleagues at Kaiser Permanente for his commitment to diversity and inclusion.

CSAA Insurance Group,
a AAA Insurer

Local Corporation of the Year:

CSAA Insurance Group was recognized as a results-oriented and community-focused leader with aggressive goals, C-Level support, and high impact.



CardinalHealth

Prime Supplier of the Year Award:

Cardinal Health was recognized as a company with global perspective and an open environment that focuses on mentorship, training, and promoting diverse suppliers.



MBE Choice: Pacific Gas and Electric Company is a true partner to the MBE community that works with their suppliers to identify opportunities now and in the future.



Procurement Leader of the Year Award:

Jessica Medeirosman, Caesars Entertainment, was chosen to receive this prestigious award and was named by WRMSDC awards judges as a results-driven and engaging advocate who shows personal commitment, active leadership, and relevancy.



National Corporation of the Year:

Kaiser Permanente was recognized as a company that embodies leadership with dedication, heart, and passion; possesses innovation and a true sense of community giveback; and is committed to development, impact, and achievement.

WINNER!

Supplier of the Year Winners

Supplier of the Year winners demonstrate excellence in their services and products while showing growth in sales and job creation:



Class 2 Winner (annual sales of \$1-10 million): Branch Benefits Consultants from Nevada was named by the judges as loyal, evolving, driven, honorable, and caring.



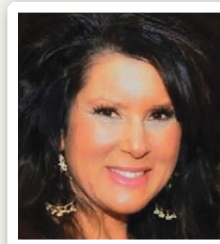
Class 3 Winner (annual sales of \$10-50 million): Alisto Engineering from California was lauded by judges as a loyal, caring, motivated, resilient, and innovative community partner with steady growth and unique ideas. Robert Half provided the winner with a scholarship to JFK University's Business Growth Acceleration Program (BGAP) in the fall.



Class 4 Winner (annual sales greater than \$50 million): Rose International from Missouri was recognized as a forward-thinking, community service-oriented example of MBEs supporting other MBEs. They are exceptionally committed to their business, team, and community.



Supplier Diversity Leader of the Year Award: Angela Freeman, MGM Resorts International, was named as an impressive, progressive, engaged, passionate, and caring supporter who helps competitive and capable diverse businesses.

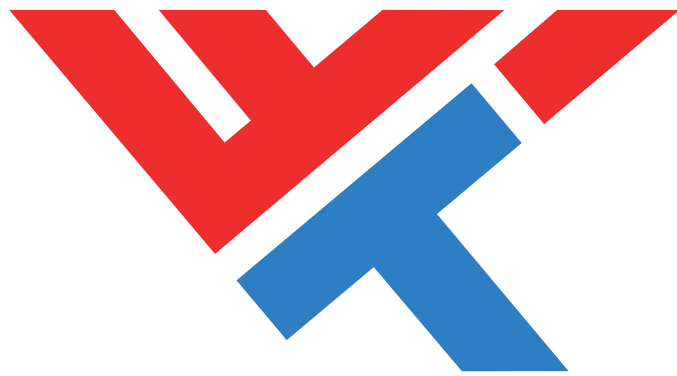


Warrior Award: Lizzy Larman was recognized for her spirit and determination in giving back to the Minority Business community.



In addition to the award winners, **Bob Thompson II**, Lockheed Martin, was honored for his long service to WRMSDC and the Supplier Diversity community. His wisdom and leadership are an inspiration to all who know him.

WINNER!



World Wide Technology

On August 23, 2019 at the Chevron Corporation, the WRMSDC hosted its 42nd annual Expo. The Digitized Supplier Expo included many diverse suppliers, corporate representatives, and public attendees from across the nation.

SPEAKERS



Cecil Plummer, President, CEO, WRMSDC

Cecil Plummer is the president and a member of the Board of Directors for the Western Regional Minority Supplier Development Council.

BECOMING AN ACTIVIST FOR CHANGE



David Feldman, Supplier Diversity Manager, Chevron

David Feldman is the Manager of Chevron's Local Content/Supplier Diversity program where he is responsible for advocating for the utilization and development of local, small, and diverse suppliers to support the company's international and domestic operations.

LINKEDIN 101: SMALL BUSINESS EDITION



Justin Shriber, Head of Marketing, LinkedInSales Solutions, LinkedIn

Justin Shriber is Head of Marketing for LinkedIn Sales and Self-Serve solutions, where he helps buyers, sellers and marketers connect via the world's largest professional network.

CREATE & SHARE YOUR VISUAL STORY



Kathleen Wong, Program Manager-Supplier Responsibility, Adobe

Kathleen's work involves designing high-impact strategic corporate engagements in sustainability and diversity.



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SKANSKA



Special Thank You to:

Bank of America

EXPO The Digitized Supplier

PANELS

A FRIENDLY COMPETITION, FAMILY FEUD-STYLE!



MODERATOR MORPHEUS

Scott A. Vowels, Supplier Diversity Manager, Apple, Inc.
Scott A. Vowels is the Supplier Diversity manager at Apple.

TEAM TRINITY



Imelda Alejandrino, CEO/Creative Director, AP42

Imelda Alejandrino brings with her over 25 years of producing result-driven and award-winning work as both a creative director and strategist.



Chike Agbai, CEO & Founder, AZUMO

Chike Agbai is the CEO and Founder of Azumo.



Yousef Hamade, Director (SVP Level), Enterprise Information Security, Unit Manager E-Commerce, MUFG Union Bank, N.A.

Yousef Hamade is an accomplished technology leader with over 20 years of progressive technology experience in global enterprises focusing on infrastructure, cybersecurity, business continuity, architecture, engineering, automation and service delivery.



Greg Osuri, Founder & CEO, Overclock Labs

Greg Osuri is the founder and CEO of Overclock Labs where he brings together his expertise in computer science, political economics, and fine art to build Akash Network, an evolution in internet infrastructure that is hyper-scalable, frictionless, and free of censorship.

TEAM AGENT SMITH (THE SMITHS)



Tiffany Phillips, Senior Solutions Architect, Robert Half

Highly skilled and accomplished Information Technology professional with extensive experience designing and implementing complex end to end enterprise systems that incorporate all application layers.



Renée La Londe, Founder and CEO, iTalent Digital

Renée La Londe is founder and CEO of iTalent Digital, a woman- and minority-owned global technology consulting and software engineering company.



Ryan McKamie, CEO & Co-founder, Certus Cybersecurity Solutions LLC

Ryan McKamie is CEO & co-founder of Certus Cybersecurity Solutions LLC, a provider of industry-leading information security services to Fortune 100 enterprises and innovative technology-enabled businesses worldwide.



Sandeep Patel, Founder, Nexus

As the Founder of Nexus Automation, Sandeep Patel works to uphold the values his father instilled in him as a farmer in a small village in India.

JUDGES



Jason Trimiew, Head of Supplier Diversity, Facebook

In 2016, Jason joined Facebook to launch and lead the company's supplier diversity program and create more opportunity for diverse-owned firms to do business with Facebook and the people and communities that Facebook connects.



D Arnold, Director, Diversity Business Development, World Wide Technology

"D" is the Director, Business Development, for WWWT's Western Region and part of the Leadership team.



Julia Arnold, Supplier Diversity Program Manager, Small Business Liaison Officer, Hewlett Packard Enterprise

Julia Arnold has seven years of experience within the technology industry, specializing in program management, operations, and procurement business strategy.



Kevin Sturge, Senior Director, Global Contingent Workforce, Global Procurement Services, Cisco

Kevin is Senior Director, Global Contingent Workforce, Global Procurement Services, for Cisco.



Kathleen Trimble, Vice President of Supplier Inclusion, Robert Half

Kathleen Trimble is Vice President of Supplier Inclusion at Robert Half, the world's first and largest specialized staffing firm and a recognized leader in professional consulting and staffing services.

PANELS

ACCESS TO CAPITAL



Julius Robinson, Managing Director and Group Head, Corporate Social Responsibility for the Americas, MUFG Union Bank, N.A.

Julius Robinson serves as Managing Director and Group Head of MUFG Union Bank, N.A.'s Corporate Social Responsibility (CSR) Group for the Americas.



Bulbul Gupta, Board Member, Pacific Community Ventures

Bulbul Gupta is the Managing Director of Socos Labs, a think tank designing Augmented Intelligence to advance human potential through research, human-centered policy, and advise startups, companies, governments on using ethical AI.



Brigitte Wilson, Director, CRA Lending and Investment Manager, MUFG Union Bank, N.A.

Brigitte has been involved in financing over \$500 million in community development lending and investments for the past fifteen years.



Jesseree Dufourt, Vice President – Small Business Banker, East Bay, Bank of America

Jesseree Dufourt joined Bank of America in 2006.



Keith Spears, CEO, Heritage Impact Partners

As the CEO of Heritage Impact Partners, Keith Spears is a financial services professional.

WOMEN LEADERS OF COLOR



Donna Ruff, Supplier Diversity and Development Professional, MUFG Union Bank, N.A.

Donna Ruff joined the Corporate Social Responsibility team, managing Supplier Diversity at MUFG Union Bank, N.A. in October 2018.



Sue Bhatia, Founder and Chairwoman, Rose International (WRMSDC MBE Platinum Partner)

Sue Bhatia founded Rose International in 1993.



Renée La Londe, Founder and CEO, iTalent Digital

Renée La Londe is founder & CEO of iTalent Digital, a woman- and minority-owned global technology consulting and software engineering company.



Oriana Branon (Camacho), Director of Community and Public Relations, Bay Area, Alaska Airlines

Oriana Branon (Camacho) is the director of Community and Public Relations for Alaska Airlines in the Bay Area.



Heidi Racherla, Senior Vice President for the San Francisco–East Bay Market President Leadership Team, Bank of America

Heidi Racherla serves as Senior Vice President for the San Francisco–East Bay Market President leadership team in local execution of the key pillars of delivering for clients, employees and communities through responsible and sustainable growth, especially the Bank's long-time commitment to Environmental, Social and Governance (ESG) and Corporate Social Responsibility (CSR) initiatives, engaging with local non-profit partners, elected officials and civic leaders, as well as supporting customer satisfaction and employee career development and volunteerism.



The afternoon was split into three concurrent sessions: Industry Rooms, Matchmaking, and Mentoring.

INDUSTRY ROOMS

Industry Rooms provided diverse suppliers with the opportunity to float between rooms and hear directly from over thirty potential clients.

CONSTRUCTION & UTILITIES ROOM



Gerald Johnson, Principal, Sabacon Consulting – Certified MBE

Gerald Johnson is the Principal of Sabacon Consulting.



John Short, President & CEO, Cross Ocean Technologies – Certified MBE

John is the President and CEO of Cross Ocean Technologies, Inc DBA Cross Ocean Medical Professionals, a start-up company providing IT Staff Augmentation and Consulting services.



Lisa Roben, Supplier Diversity, Comcast

Lisa leads Comcast California's Supplier Diversity Program, which is designed to promote, increase and improve participation of diverse businesses within procurement opportunities.



Jim McAdams, Senior Director of Transmission and Distribution, Cupertino Electric

As the senior director of transmission and distribution for Cupertino Electric, Inc.'s (CEI) Utility Division, Jim is responsible for all aspects of transmission and distribution utility projects, including estimating, procurement, construction, work methods, safety and customer relationship aspects.



Heather Herndon Wright, Director of Supply Chain Diversity, Vistra Energy

Heather Herndon is the Director of Supply Chain Diversity for the Vistra Energy family of companies including Corporate Services, Power Generation and Electric Retail.



Lisa Castillo, Associate Director, AT&T

Associate Director Lisa Castillo is responsible for fostering key stakeholder relationships for AT&T Supplier Diversity.



Jared Carpenter, Interim Manager of Utilities Administration, Port of Oakland

Jared Carpenter is currently the Interim Manager of Utilities Administration for the utility owned and operated by the Port of Oakland.



Rob Raman, Sourcing Portfolio Manager, Gas Transmission, Pacific Gas and Electric Company

Rob Raman is a Gas Transmission Sourcing Manager at Pacific Gas and Electric Company.



Todd A. Gray, Director of Supplier Diversity, Kaiser Permanente

Todd A. Gray is Director of Supplier Diversity for Kaiser Permanente NFS.



Amie Kromis, National Director of Vendor Diversity, Skanska

Amie Kromis is Skanska USA Building's first National Director of Vendor Diversity where she collaborates with leadership and leads a team of regional vendor diversity managers and outreach coordinators to maximize opportunities for diverse firms through inclusive business practices.

FINANCE, INSURANCE, AND PROFESSIONAL SERVICES ROOM



Jeffrey Hatchell, President, Over The Top Coaching – Certified MBE

Jeffrey D. Hatchell is president of Over The Top Coaching.



Jayati M. Goel, Founder and CEO, Nidaan Systems – Certified MBE

Jayati M. Goel is the Founder and CEO of Nidaan Systems, Inc. Nidaan Systems is a software services company providing custom solutions development, implementation and integration in Legal Technology and Financial Services domains.



Teresa LeFevre, Vice President, Supplier Diversity Manager, Comerica Bank

Teresa Whalen LeFevre is the Vice President and Manager of Supplier Diversity for Comerica Bank in Auburn Hills, Michigan.

INDUSTRY ROOMS



Lynn Reddrick, Supplier Diversity Program Manager, Federal Reserve Bank of San Francisco

Lynn Reddrick, Supplier Diversity Program Manager at the Federal Reserve Bank of San Francisco, is responsible for developing, implementing, and administering the program in the Twelfth Federal Reserve District.



Arturo Paniagua, Senior Sourcing Leader, CSAA Insurance Group

Arturo joined CSAA IG in June, 2018.



Donna Ruff, Supplier Diversity and Development Professional, MUFG Union Bank, N.A.

Donna Ruff joined the Corporate Social Responsibility team, managing Supplier Diversity at MUFG Union Bank, N.A. in October 2018.



Richard Chacon, Director of Supplier Diversity and Development, MUFG Union Bank, N.A.

Richard is responsible for providing diverse business enterprises with the opportunity to participate in the Bank's procurement of products and services throughout its geographic footprint.



Jesseree Dufourt, Vice President – Small Business Banker, East Bay, Bank of America

Jesseree Dufourt joined Bank of America in 2006.



Nicole Woods, Business Development Specialist, EXIM Bank

Nicole Woods is a Business Development Specialist and Client Care Manager in the Office of Small Business at the Export-Import Bank of the United States (EXIM Bank).

GOVERNMENT & PUBLIC ROOM



Reggie Burton, Owner, RB Group – Certified MBE

Reggie Burton has contributed greatly to the public relations profession for the past 20 years in consumer, entertainment, and corporate communications.



Beverly Johnson, Contract Equity Administrator, East Bay Municipal Utility District (EBMUD)

For over 32 years, Beverly has managed East Bay Municipal Utility District's Contract Equity (CE) Program, an effective and non-discriminatory contracting and Small Business Enterprise (SBE) Program, which provides an added value to available diverse businesses.



Sonu Ratra, Co-Founder/President, Akrya Inc. – Certified MBE

As Co-founder and President of Akrya Inc., a multiple award-winning solution and staffing firm, Sonu Ratra is a strong believer that success comes with responsibility.



Kimberly Wilson, Employment Unit Manager, San Francisco Municipal Transportation Agency (SFMTA)

Kimberly Wilson is a civil rights advocate who works with people of color and women to help them gain and maintain employment and contracts with governments.



Daniel Rosinsky-Larsson, Outreach Liaison, Department of General Services (DGS)

Daniel Rosinsky-Larsson serves as Outreach Liaison for the California Department of General Services, where he educates and advises targeted business groups on applying for contracts and working with state agencies.



Russell Chung, Chief Procurement Officer, University of California, Berkeley

Russell Chung is the Chief Procurement Officer at UC Berkeley.



Ayanna Nobles, Small Business Liaison, Caltrans (California Department of Transportation)

Ayanna Nobles manages the Small Business Program and Property Control Branch with the California Department of Transportation (Caltrans), Administration Division, Office of Business Management, District 4 Bay Area.



Bezawit Dilgassa, Regulatory Analyst, Utility Supplier Diversity, Business & Community Outreach, Executive Division, CPUC

Bezawit Dilgassa is the Small Business Advocate and Liaison at the California Public Utilities Commission, advocating for small and diverse businesses and implementing the Commission's Small and Diverse Business programs.

INDUSTRY ROOMS

HEALTHCARE, LIFE SCIENCES, HOSPITALITY, ENTERTAINMENT, & CONSUMER ROOM



Shaundell Newsome, Founder, Sumnu Marketing – Certified MBE

After a decade in the United States Air Force and seven years with Station Casinos, Shaundell Newsome founded Newsome Marketing Enterprises in April 2006 to provide a marketing firm for the small business owner.



Angelique Alvarez, Chief Diversity Relations Officer, ATR International – Certified MBE

As Chief Diversity Relations Officer, Angelique leads and executes ATR's Supplier Diversity Program with the goal of contributing to the minority business community and showing the world the true value minority businesses provide.



Tommy Smith, Manager, Economic Impact-National Supplier Diversity, Kaiser Permanente

Tommy leads the engagement strategy for measuring the economic and community impact of Kaiser Permanente supplier diversity spend, and helps KP leverage its Supply Chain operations to support community development by collaborating with colleagues inside and outside the organization.



Maulik Shyani, Founder & CEO, BayInfotech – Certified MBE

Maulik Shyani is the Founder and CEO of BayInfotech.



Steven Wuerth, Associate Director-Procurement, Gilead Sciences

Over the last three years, Steven has been leading the Supplier Inclusion program at Gilead Sciences, a research based Biopharmaceutical company that discovers, develops and commercializes innovative medicines in areas of unmet medical need.



Jon Magistro, Director of Strategic Accounts, AMN Healthcare

Jon Magistro is the Director of Strategic Accounts for AMN Healthcare supporting Kaiser Permanente nationwide in the area of contingent clinical healthcare staffing.



Rick Judy, US Management Consulting Leader, PwC

Mr. Judy leads PwC's Management Consulting capability across all industries in the US.



Teena Massingill, Director of Public Affairs and Diversity Affairs, Safeway

As Director of Corporate Public Affairs and Diversity Affairs for a Fortune 100 company and the second-largest grocer in the United States, Teena Massingill is responsible for maintaining the company's corporate reputation in the media, to customers, diverse communities, and other constituents.



Jason Fritzsche, Global Category Manager Procurement, Genentech

Over 17 years in Pharmaceuticals and the Diagnostics industry.



Alan Gartrell, Western Regional Director of Procurement, Caesars Entertainment

Alan has over 20 years in Purchasing & Warehousing Management in the Entertainment & Hospitality Industry.



Rafiq Soofi, Senior Manager-Advisory Services, EY

Rafiq is a senior manager in EY's Advisory Services practice.

MANUFACTURING, TECHNOLOGY & E-COMMERCE ROOM



Pamela Isom, CEO, ICE Safety Solutions – Certified MBE

Pamela Isom is the Chick In Charge at ICE Safety Solutions who ensures NO employee becomes ill, injured or loses their life at work.



Serina Choi, Marketing and Business Development Consultant, National Licensing Services – Certified MBE

Serina Choi is the Marketing and Business Development Consultant with National Licensing Services (NLS) located in Las Vegas, Nevada.



Jason Trimiew, Head of Supplier Diversity, Facebook

For two decades, Jason has worked at the intersection of the marketplace and social impact in international microfinance, community and economic development, and venture philanthropy.

INDUSTRY ROOMS



Anu Ethiraj, Procurement Contracts Specialist, County of Santa Clara

Anu Ethiraj is a Procurement Contract Specialist from the Information Technology (IT) and Telecommunication division within the Procurement Department, which manages all of the County's IT and Telecommunication procurement and contracting activities, including but not limited to IT software and solutions, hardware, storage and network, telecom and security, IT implementation and consulting services.



Kathleen Wong, Program Manager-Supplier Responsibility, Adobe

Kathleen's work involves designing high-impact strategic corporate engagements in sustainability and diversity.



Itai Shemesh, Commodity Manager – Systems Supply Chain, Intel Corporation



Scott A. Vowels, Supplier Diversity Manager, Apple, Inc.

Scott A. Vowels is the Supplier Diversity manager at Apple.



Nicole Woods, Business Development Specialist, EXIM Bank

Nicole Woods is a Business Development Specialist and Client Care Manager in the Office of Small Business at the Export-Import Bank of the United States (EXIM Bank).



Harish Vakharia, Vice President, Business Development, Rose International

Harish Vakharia has 20+ years of extensive, diverse experience in the Contingent Workforce arena and has held positions of varied increasing responsibility including: new account development, global team management and new regional expansion.

Matchmaking

Matchmaking was by-invitation-only and featured private meetings between corporate procurement professionals and diverse suppliers.



Mentoring

Mentoring was provided by volunteer Corporate Members who provided live feedback to Certified MBEs during one-on-one sessions to address specific areas like capability statements and elevator pitches.



Off-Site Reception

Expo attendees networked and unwound to hip tunes, great food, and refreshing drinks at the off-site reception held at World Wide Technology (WWT) in San Ramon, CA.





The Power of Inclusion

We believe that supplier diversity is not only a smart business decision, but also helps strengthen our local communities.

That's why **we're proud to be a gold sponsor of the WRMSDC** and support their commitment to the growth and welfare of minority businesses.



Message of Thanks

Special Message of Thanks to the Bollywood Night Fundraiser Team

We've all heard that people should not forget where they come from, but it is rare to find people who actually remember and give back to those who helped them along their journey. WRMSDC is so grateful to the following companies for holding the Bollywood Night Fundraiser that benefitted the Council. Thank you for your hard work and generosity. If you are looking for suppliers that also support diverse communities and give back, please familiarize yourself with these brands:



Rahul Kuruvilla
Triune Infomatics



Renee La Londe
iTalent Digital



Sonu Ratra
Akraya



Rahul Sharma
BayOne Solutions



Sam Sharma
Saitech



Maulik Shyani
BayInfotech





Join this elite group of MBEs
and become one of WRMSDC's
Platinum Partners.



For more information, contact michael@wrmsdc.org

Staff

Staff Members (from Left to Right)

Sheena Lyons

Senior Events Manager

Rose Davis

Director of Corporate Services & MBE Development

Rosemary Wetzel

Director of Certification

Christine Liwai Garcia

Vice President of Program Development & Minority Business Services

Cecil Plummer

President, CEO

Michael McQuarry

Vice President of Operations & Corporate Services

Chantel Miller

Executive Assistant and Special Projects Coordinator

Kellie Payton

Certification Assistant



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 2020!

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 the Pulse newsletter, please contact us at
[**events@wrmsdc.org**](mailto:events@wrmsdc.org)

Follow us on:

LinkedIn: Western Regional MSDC

Facebook: @WRMSDC

Twitter: @WRMSDC



LET OUR TEAM SUPPORT YOURS



Certify.Develop.Connect.Advocate.

Small businesses need our help now more than ever! Please help us continue to serve them.

Donate today at **WRMSDC.org/donate**

We at the WRMSDC want to thank you in advance for your generous donation. Your donation helps support our mission by promoting the growth and welfare of minority communities by championing the use of minority-owned businesses in Northern California, Nevada, and Hawai'i.

WRMSDC was founded on September 9, 1977, 10 years after the Civil Rights Movement that sparked national awareness about racial discrimination and segregation in the United States. Galvanized by the unequal treatment of minority-owned businesses, the Council began serving as advocates for impacted minority communities throughout our three-state footprint.

WRMSDC is 501(c)(3) non-profit organization, EIN#94-2416322.
Located at: 80 Swan Way, Suite 245, Oakland, CA 94621

Contributions to the WRMSDC are tax deductible to the extent allowed by law as charitable contributions, except for the estimated value of goods and services provided by the WRMSDC.



Partner with us.

At Apple, we are committed to diversity in our supply chain. We partner with the most qualified suppliers, including businesses owned by women, minorities, veterans, people with disabilities, members of the LGBTQ+ community, and others in historically underrepresented groups.

To partner with us, email
supplierdiversity@apple.com.