

THE ART OF ENTREPRENEURSHIP

In this issue...

WRMSDC's
new Vice
President
and Director
of Corporate
Services
& MBE
Development
(Nevada)
- [Read the
press release
here.](#)

**See the
Shining Stars
of WRMSDC's
Gala**

Reflect |
Envision Photos
by Kingmond
Young
Photography

The MBE Input
Committee
has a new
slate of
officers - **Take
a look!**

Save the Date!
August 4,
2015 - The
36th Annual
Minority
Business
Opportunity
Expo

Friends, connections, followers...

Choose whichever route you'd like to go and join us!



PRESIDENT'S PERSPECTIVE

Success is a Two-Way Street

Nurture. Maximize. Revitalize. These three pillars form the Council's 2015 Strategic Vision, and only with continuous support and participation from our Corporate Members and MBEs can we ensure a successful outcome.

Coming off the heels of the **2015 Excellence in Supplier Diversity Awards Gala**, we can better appreciate the support network that is built from all of the contributors and guests who made this event happen. This net of corporate professionals and minority suppliers creates the WRMSDC community of devoted business owners and diversity professionals, and we are moving swiftly towards the future in belief that this network will thrive.

Visibility is at the top of the pyramid of benefits that come from participating in the local awards competition. Both MBEs and Corporate Members are placed in the Gala program, all participants are announced during the event, and each story calls for attention from local news and PR agencies.

The awards are a lot of work, but each year the Council enlists the assistance of a previous year's winner to guide new competitors through an awards seminar workshop. Companies such as **Way To Be, LLC** (two-time national award winner), **ATR International, Inc.** (Supplier of the Year, Class IV for the second year in a row), and **MBE Magazine** (2014 regional award winner), have led demonstrations and showcased their own winning applications. These competitions open up a network of support for each MBE willing to dedicate the time. What at first looks like a daunting task, turns into an opportunity for personal development and growth in our community.

My advice is to **get involved** even sooner than this workshop by building your network throughout the rest of the year. Corporate Members and MBEs who are involved with the Council achieve more, even if they don't receive the crystal award to prove it, all because we have one belief in common: **Success is a Two-Way Street!**



A handwritten signature in black ink that reads "Sarah Lynn". The signature is fluid and cursive, written in a professional style.

NOTEWORTHY NEWS

Minority Women Make Up More than Half of Last Year's New Businesses

As the economy rebounds from recession, women of color have taken the lead in innovation and job creation. Since 1997, the number of female-run businesses has grown by 74 percent. WRMSDC is excited to see the change these women are enacting.

WRMSDC Award Winner is Leveraging Exposure

WRMSDC MBEs are using networking events to thrust themselves into the spotlight and develop strategic partnerships for success.

Cisco Takes New Approach to Diversity Issues

One of our Annual Sponsors is launching new programs and reaching out to young women to tackle diversity issues from the highest echelon down. Leveling the tech playing field to be more inclusive is the goal of this top Silicon Valley Company.

Hawai'i sees a huge growth in women-owned business enterprises, jumping by 17 percentage points in 8 years

In a state where 79% of MBEs are male owned businesses, women are making major changes to an area with rapidly growing MBE opportunities.

Meet Kiran Gill, MBE and WBE superstar, who has mastered strategic relationships to grow her company by leaps and bounds

Forging partnerships is a powerful way to promote minority owned businesses. Together we can do great things.

Nevada's Booming Technology Sector: Start-ups Find a Home in Southern Nevada

Nevada's economy gets a helping hand from entrepreneurs with fresh ideas as a new wave of startups flood the Las Vegas hub.

Congratulations to our Excellence in Supplier Diversity Award Winners!

Gala photos by Kingmond Young Photography – [Click here for the full album](#)



**Kaiser Permanente
Corporation of the Year**

Bernard J. Tyson, Chairman & Chief Executive Officer, with awards presenter Sarah Lyu (right), Interim President, WRMSDC



**Steve Lamar, Kaiser Permanente
Supplier Diversity Leader of the Year**

With awards presenter Kenyatta Lewis (right), WRMSDC Board Member, and Executive Director of Supplier Diversity, MGM Resorts International - Global Procurement



**Pacific Gas and Electric Company
Utility Corporation of the Year**

Gun S. Shim, Vice President, Supply Chain Management, with awards presenter Sarah Lyu (right), Interim President, WRMSDC



**Earl London, Kaiser Permanente
Sourcing Manager of the Year**

With awards presenter Charleen Hamel (left), WRMSDC Board Member, Certification Committee Chair, and Supplier Diversity Manager, Corporate Procurement Services, Brocade, Sarah Lyu (right), Interim President, WRMSDC



**Linda Winter
Pacific Gas and Electric Company
Executive of the Year**

With awards presenter Bob Thompson, II (right), WRMSDC Board Member and Supplier Diversity Senior Manager, Lockheed Martin Corporation



**Nicole Herod, MGM Resorts International
Corporate Buyer of the Year**

With awards presenter Charleen Hamel (right), WRMSDC Board Member, Certification Committee Chair, and Supplier Diversity Manager, Corporate Procurement Services, Brocade

Congratulations to our Excellence in Supplier Diversity Award Winners!

Gala photos by Kingmond Young Photography – [Click here for the full album](#)



Federal Reserve Bank of San Francisco MBE Choice Award

With awards presenter Jessica Rosman (left), WRMSDC Board Member, and Director, Strategic Sourcing, Caesars Entertainment, and Sarah Lyu (right), Interim President, WRMSDC



Craig Hart Consulting, LLC dba Smart Simple Marketing Supplier of the Year Class One Award Winner

With awards presenter Tanya Nixon (right), WRMSDC Board Member, Corporate Members Committee Chair, and Managing Consultant, National Supplier Diversity, Procurement & Supply, Kaiser Permanente, and Nino Campos (middle), Senior Program Manager, Supplier Diversity, Oracle



ICE Safety Solutions Supplier of the Year Class Two Award Winner

With awards presenter Michael McQuarry (left), WRMSDC Board Member, Treasurer, and Strategic Procurement Manager & Commercial SBLO, HP



Hibser Yamauchi Architects, Inc. Supplier of the Year Class Three Award Winner

With awards presenter Madison Gunter, III (right), WRMSDC Board Member and Manager, Partner and Supplier Diversity, Diversity Business Practices, Cisco



ATR International, Inc. Supplier of the Year Class Four Award Winner

With awards presenter Joan Kerr (right), WRMSDC Board Member, Director, Supplier Diversity and Sustainability, Pacific Gas and Electric Company

NOTEWORTHY NEWS

MBE Startup, Onēva, is Poised to Revolutionize the Field

On May 14, 2015, Redwood City, CA – Thousands of entrepreneurs gathered to witness the latest offerings from our nation's cradle of innovation at the 6th annual meeting of [The Startup Conference](#). Onēva took the prize, winning "Best Startup in Silicon Valley 2015," after being selected by a panel of leading venture capitalists at the Fox Theatre.

[Onēva](#) provides nannies, sitters, and elder companions that have been meticulously screened, vetted, and even investigated by the FBI. Caregivers are given a TaskRabbit-like video on the site to tell the user who they are and elaborate on their specialties. Onēva was designed to be customized to the needs of individual families, providing a high-tech concierge service, so busy professionals who use Onēva can sleep easier knowing that their family members are in safe hands.

[Gardyne's triumph was not without struggle](#), but her tenacity and innovation have won the day. As a WBE and recently WRMSDC certified MBE, Onēva is now poised to blow up and transform the field in the same way other services such as Uber and Tinder have.

Groundbreaking Wireless Headphones Design Created by an Unexpected Competitor

Silicon Valley Diversity: Why Innovating With People Is As Important As Innovating With Technology

New loan fund established to boost minority contractors

NEWLY-CERTIFIED MBEs

- 360 IT Professionals
- AL & CM Broadcasting Network
- Allied Janitorial Service and Supply
- Amanco
- Amazae Incorporated
- AMP Electric Inc
- BDT Consulting
- Branch-Hernandez Consulting & Insurance Services, LLC
- Carrillo & Sons Trucking
- CindGen Durable Solutions, LLC
- Coconut Bay Company
- Craig Hart Consulting, LLC
- D.R. Roberts Event Management
- David Vasquez Productions
- Del Sol Landscape Construction
- Directional Logic
- Diva-So-Easy Gift Products
- E2 Consulting Engineers
- Extranomical Adventures, Inc
- Fluid Technologies
- GLR Fasteners
- Home of Chicken and Waffles
- Intech Mechanical LLC
- J.C. Professional Services
- JALB Travel
- James Adams dba Exclusive Productions
- JBC Business Cards and Construction Support
- KNR Services
- KOA International
- Law Offices of William D. Rauch
- Lighthouse Management Group
- Mark Woodley Fire Protection, Inc
- Mirae Builders
- Mora+Alcala Architecture Inc
- MPSPG dba MT Technology
- Nye Lyn Tho
- Omega Solutions
- Optimal Asset Management
- Pivotal Search Partners
- Playground
- Provista Software Intl, Inc
- Qsolv, Inc.
- R Mo LLC
- RCI Associates
- Regal Electronics
- Resources+Nevada
- Royal Floors
- Seasons Productions
- Simmons Creative
- Talent Junction
- Tekbloom
- Tekpundits
- The Red Door Group
- Total Concept 360 Consulting
- Towne Franchise Enterprises dba Hula Dog
- Transworld Printing Services
- Trisan Consulting
- T's Mini Donuts
- Udayan Enterprises Inc. dba Best Print Graphics
- UltraEx LLC
- Wessne's Janitorial
- Zarc Recycling

COUNCIL UPDATES

2015 MBE Input Committee

Norberto Velez – Chair, MBEIC Board Member
Customized Performance, Inc.

Mary Shulenberger – Vice Chair, MBEIC Board Member
Parle Enterprises, Inc.

Pamela Isom – Secretary, MBEIC Board Member
ICE Safety Solutions

Mario Stadlander – Nevada Representative, MBEIC Board Member
Eagle Promotions

Maurice Brewster
Mosaic Global Transportation

Tarrell Gamble
Blaylock Beal Van, LLC

Phyllis Simon
Next Level Law Group, LLC

Elizabeth Tsuji
Keystone Gifts

WRMSDC welcomes **CSAA Insurance Exchange** to our Bronze Sponsorship team for 2015! We are proud of the dedication CSAA has shown and are excited for future collaborations.

Corporate Members: Your membership with WRMSDC provides you with the below benefits that are tailored to what we believe is valuable to you, such as:

- Signature Events
- VIP and Supplier Diversity events
- Council updates
- Opportunities to work with minority businesses

MBEs: Certification with WRMSDC gains you a subscription to the communications that are relevant to you, including:

- Contracts and RFPs
- Bid meetings
- Expos and conferences
- Certification updates
- Educational opportunities

If you unsubscribe, please note that you will no longer receive emails as a benefit of your Corporate Membership or MBE Certification.

If you'd like to add or change your company's subscribing emails, please contact us.

MBEs: Request a *Certified MBE Logo* for your website and other marketing collateral by emailing Shariff.Harris@nmsdc.org.

You should have a current certification no less than 45 days from expiration.

UPCOMING EVENTS

WRMSDC Signature Events

37th Annual Minority Business Opportunity Expo

Tuesday, August 4, 2015

Santa Clara Convention Center, 5001 Great America Parkway, Santa Clara, CA 95054 – *Registration is Coming Soon!*

Annual Meeting & Holiday Luncheon – Save the Date!

Friday, December 11, 2015, 11:00 a.m. to 2:00pm PST

The Westin St. Francis, 335 Powell Street, San Francisco, CA 94102

Minority Business Enterprise Input Committee (MBEIC) Meetings & Events

The 2015 General Assembly: Strategies & Skills to Maximize Opportunities

Friday, June 12, 2015, 9:30 a.m. to 2:30 p.m. PDT

Federal Reserve Bank of San Francisco, 101 Market Street, San Francisco, CA 94105

– *Register by 1:00 p.m. PDT on Friday, June 5*

National Minority Supplier Development Council (NMSDC) Programs

Minority Business Executive Program

June 14-19, 2015

University of Washington Foster School of Business, 124 Mackenzie Hall, Seattle, WA 98105

– *Applications are due by Friday, May 15, 2015*

Adapt to Change for Greater Success – Learn New Strategies for an Evolving Marketplace

September 16-17, 2015

San Francisco, California

UPCOMING EVENTS

NMSDC 2015 Conference & Business Opportunity Exchange

October 18-21, 2015

The San Diego Convention Center, 111 W Harbor Drive, San Diego, CA 92101

– *Online Registration Begins June 1; Early Bird Pricing Ends September*

Corporate & Affiliate Hosted Events & Opportunities

14th Annual U.S. Department of Energy (DOE) Small Business Forum & Expo (DOE 2015)

June 16, 8:00 a.m. to July 23, 5:00 p.m.

The Phoenix Convention Center, 100 N 3rd St, Phoenix, AZ 85004

WBENC 2015 National Conference & Business Fair

June 23-25, 2015

Austin Convention Center, 500 E Cesar Chavez St, Austin, Texas 78701

Full Registration or Day Pass purchases are available onsite in Austin 6/22-25.

Small Business Expo – San Francisco

Thursday, September 17, 2015 9:30 a.m. to 6:00 p.m. PDT

Fort Mason Center, 2 Marina Blvd, San Francisco, CA 94123

Click here to learn how to share your upcoming events with the WRMSDC network!

CONTACT US

Thank You to Our Annual Sponsors

CORPORATE SPONSORS



CORPORATE MEMBER SPONSOR



MBE SPONSOR



- **Mailing Address:** 460 Hegenberger Road, Suite 730, Oakland, CA 94621
- **Phone Number:** (510) 686-2555
- **Newsletter Questions and Submissions:** communications@wrmsdc.org
- **Council Events:** events@wrmsdc.org
- **Nevada Region Support & Questions:** nevada@wrmsdc.org
- **Certification Questions:** Please read our [FAQ page](#) before emailing certification@wrmsdc.org

MEET OUR STAFF



Sarah Lyu
Interim President



Christine Liwai Garcia
Vice President



Rose Davis
Director of Corporate Services &
MBE Development (Nevada)



Rosemary Wetzel
Director of Certification



Allison Armour
Communications &
Marketing Manager



Nino Fernandez
Marketing Coordinator



Marlon Burns
Senior Communications
Assistant



Heather Cox
Nevada Regional
Consultant