2016 was a year marked by growth and change for the Western Regional Minority Supplier Development Council (WRMSDC). Your Council started the year with a full-time President at the helm. The staff was reorganized, new team members were added, and the position of the Vice President of Operations and Corporate Services was created to enhance our capabilities. Finally, the in-kind office space provided by Union Bank for the past nine years was repurposed, prompting a move to our new office located at 80 Swan Way, Suite 245, in Oakland, CA.

The Council set out with determination to capitalize on the history of excellence built over many years and to seek out new and innovative ways to promote the creation of wealth in minority communities. While the mission of your Council remains the same, the commitment to Minority Business Enterprises (MBEs) and Corporate Members grows stronger day by day skillfully guided by our Board of Directors.

As President and Chief Executive Officer, I’d like to personally thank our corporate supporters and dedicated MBEs for their commitment to excellence, inclusive business practices and economic opportunity for all.

Sincerely,

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

For the 12 Month Period Ending September 2016

- **Total Revenues generated**
  - $1.2 Billion
- **Total Labor Income paid by MBEs to employees**
  - $3.5 Billion
- **Total Revenues generated by our MBEs**
  - $10.8 Billion

**TOTAL JOBS CREATED**

54,000

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

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

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

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

The results are in, and the empirical evidence is indisputable. Over $10.8 billion in annual revenue comes from the activities of the WRMSDC certified MBE community. As a result, these same firms employ 54,704 people, both directly and indirectly, resulting in the dissemination of over $3.5 billion in salaries and wages. Finally, when combined with the more than $1.2 billion in various tax revenues (local, state and federal) coming from the activities of the WRMSDC certified MBE suppliers, the total economic impact equates to over $13.5 billion.

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

With over 1.5 billion reasons why, the answer is emphatic: YES!

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

<table>
<thead>
<tr>
<th></th>
<th>Northern California</th>
<th>Nevada</th>
<th>Hawaii</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenues</td>
<td>$8,213,844,596</td>
<td>$1,378,318,158</td>
<td>$1,214,241,446</td>
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<tr>
<td>Total Labor Income</td>
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<td>$470,830,374</td>
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<td>Tax Revenues</td>
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<tr>
<td>Employment</td>
<td>40,988</td>
<td>8,715</td>
<td>5,001</td>
</tr>
</tbody>
</table>

Highlights and Achievements

Strategic Plan Development

The board of directors developed a new strategic plan during a multi-day offsite graciously hosted at Ceja Vineyards.

Signature Events

Our Gala and Expo were held in new locations. Both events featured new partners like Mark Ibarra from channel 2 sports and Raymond Chester from the Raiders, Professor David Grusky from Stanford and The Department of Energy and the CPUC helped out as well.

MBE Input Committee

The MBEIC General Assembly meeting, “Perfecting your Pitch for Future Sales Conversations,” was hosted by the Federal Reserve Bank of San Francisco and well-received by our constituents.

New Offerings

Introduced new training and services such as:

- Cyber security training with Intrinsys and Emerging Electronic Technologies
- SWOT Analysis – Incita Consulting
- MBE to MBE Mentoring
- Leadership Excellence Series in NV
- Strategic Alliances and Joint Ventures and more…
- Scholarships to Tuck (Wells Fargo)
- MBE-to-MBE Input Committee
- SWOT Analysis – Incita Consulting
- MBE to MBE Mentoring
- Leadership Excellence Series in NV
- Strategic Alliances and Joint Ventures and more…
- Scholarships to Tuck (Wells Fargo)
- MBE-to-MBE Deals Portal via our website
- MGM Resorts hosted the re-start of our Corporate Program Managers Lunch and Learn meetings

Over 50 development and connection events were held.

More Active MBE Partners

Capacity was increased through strategic alliances with MBE partners.

Partner engagement was reinvigorated with significant assistance from friends like Stephanie Green (CPUC), Donald Franklin (Samson Solomon Grouppe), Mary Shulenberger from Parle Enterprises (staff team jackets, Expo support), Angelique Salorio from AT&T International (social media, volunteerism).

Marketing

Awareness of our council and MBEs was raised through articles and the Top MBE list in the SF Business Times and the Book of Lists with an Ad sponsored by MBEs.

Customized Performance, South Coast Paper, ICE Safety, BOLINDS, Mosaic Global Transportation, and CFRC Water and Energy Solutions.

Rewards & Accolades

WRMSDC remained one of the top performing NMSDC affiliates in the country.

1st Annual Fundraiser

Saru Ratha of Akrya generously hosted our first ever WRMSDC MBEIC Fundraiser: A Bollywood Night. Almost $10,000 was raised at the fundraiser.

Outreach

And our first ever certification drive in partnership with the Department of Insurance and Dave Jones the Insurance Commissioners, Astra and The Rainbow Chamber of Sacramento.
Certified Minority Businesses

Companies must be Northern California, Nevada, or Hawaii Ethnic Minority-owned Business Enterprises (MBEs), 51% or more ethnic-minority-owned, operated, & controlled 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.

2016 Year End Certified MBEs by State

- **Northern California**: 704
- **Nevada**: 143
- **Hawaii**: 43

Total Revenue:

- **Hawaii**: $1,214,241,446
- **Nevada**: $1,378,318,158
- **Northern California**: $8,213,844,596

Total Revenue: $10,806,404,201

2016 Certified MBEs by Ethnicity

- Native American
- African American/Black
- Asian American/Asian Pacific
- Asian Indian
- Hispanic/Latino
- Native Hawaiian

2016 Certified MBEs by Industry

- Construction Contractors
- Consultants
- Distributors
- Manufacturers
- Manufacturer Representatives
- Services Contractors

2016 Certified MBEs by CLASS

- Class 1 ($1M - $5M): 32%
- Class 2 ($5M - $15M): 42%
- Class 3 ($15M - $50M): 5%
- Class 4 ($50M - $250M): 21%

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

Year End Certified MBEs

- 2013: 793
- 2014: 867
- 2015: 945
- 2016: 890
Annual Supporters

Location of Headquarters
Cupertino, Emeryville, McClellan, Menlo Park, Oakland, Palo Alto, Pleasanton, Santa Clara, San Francisco, San Jose, San Ramon, CA; Northbrook, IL; Philadelphia, PA; Charlotte, NC; Las Vegas, NV; Bethesda, MD; Maryland Heights, MO; Dallas, TX

Industries
Commercial Banking & Financial Services
Staffing & Risk Consulting Services
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, Hawaii, and Nevada.
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.
Allows them to partner with the council to meet their supplier diversity goals and gives them access to the council’s resources.

Premier Supporters

Richard Chacon
Board Chair
Union Bank

Tanya Nixon
Board Vice Chair
Kaiser Permanente

Charleen Hamel
Certification Chair Brocade

Kathleen Trimble
Immediate Past Board Chair and Corporate Members Chair
Robert Half

Melinda Garcia
Corporate Board Member
Garcia & Gueney AIC

Joan Kerr
Corporate Board Member
Pacific Gas and Electric Company

Jessica Rosman
Corporate Board Member
Caesars Entertainment

Liz Tsuji
Minority Business Input Committee Vice Chair
Keystone Gifts

Phyllis Simon
Minority Business Input Committee Acting Secretary
Next Level Law Group, Inc.

Richard Chacon

Tanya Nixon

Charleen Hamel

Kathleen Trimble

Melinda Garcia

Joan Kerr

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Board of Directors

Technological and Education Supporters

Technical and Education Supporters

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MBE Input Committee

Norberto Velez
Chair
Customized Performance Inc.

Liz Tsuji
Vice Chair
Keystone Gifts

Oscar Aliaga
MBEIC NV Rep
Codable Energy Services & Supply

Renée Boyce
Voting Member
My Next Career Path Staffing

Pamela Isom
Voting Member
ICE Safety Solutions Inc.

Dwight Jackson
Voting Member
Metro Contract Group

Ranji Mehta
Voting Member
R Mo Business Solutions

Mary Shulenberger
Voting Member
Parle Enterprises Inc.

Phyllis Simon
Interim Secretary
Next Level Law Group, Inc.

* Indicates National NMSDC Member
** Indicates Corporate Plus Member

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Codable Energy Services & Supply

Oscar Aliaga

Strategic Alliance Partners

WRMSDC actively cultivates local strategic partnerships, including:

ATR INTERNATIONAL

GRAY, GREER, SHELBY & VAUGHN

metrocontract|group

REV ONE

CLEANTECH

QPC

R & R PARTNERS

Quick Printing Center

CODALE ENERGY SERVICES & SUPPLY, LLC

TURNER GROUP CONSTRUCTION

BEYOND THE ARC

SOLARE

MYS

WAYToBe

ICS

incito

40th Anniversary

SAVE THE DATE

WRMSDC BLACK TIE AWARDS AND FUNDRAISER GALA

Friday, May 12, 2017 • 6:00 PM – 11:30 PM
Chabot Space and Science Museum
10000 Skyline Blvd
Oakland, CA 94619

2017 Fundraising Goal: 40 Years $140K

For more information, please contact us today at services@wrmsdc.org
The sources of income for WRMSDC for the current period are significantly different than they were back in 2013. The Council’s current Local and Corporate allocation of 32% is down 5 points from where it was in 2013 and not a surprise although revenue is higher for this area, other factors have reduced penetration of the Local & Corporate sponsor spend. As with the economy over the past three years our National allocation has dropped 1 point to 19% due to a reduction in NMSDC sponsorship dollars. Signature Events are relatively flat at 20% vs. 19% in 2013. We are expecting to see this trend shift upwards and expect our signature events will gain a larger share of the pie within the next few years as we look for more unique and interesting venues that offer more fun and excitement. The most dramatic increase has come from certifications up 15 points from 2013, 29% vs. 14%. This dramatic turn-around is a reflection in the growth and number of our MBEs that were in Class 1 vs. the number of MBEs in Class 2 through Class 4 and only recently (Q4 2016) did the Council increase fees for Class 2 and Class 3 in alignment with NMSDC recommended pricing.

As is reflective in the 2014 results, the Council momentum continued through that year with revenue exceeding the $1.1M mark and outgrew expenses by 3%.

The Council experienced a series of leadership changes beginning in early 2015 which resulted in a negative impact on the financial results as the Council revenue dropped $141 thousand or 12% for the 2015 year.

At the Board’s direction, a new President was hired in November 2015 with a vision focused on outreach/recruitment, staff development, and improving the profitability of the Council’s three primary signature events (Gala, Expo and Holiday Luncheon). Approval was granted to make an investment by adding additional key resources to the Council’s core base as well as seek and hire third party partners in the areas of strategic development, event planning and social media to withstand future transitions, and significantly improve and expand on the value-added services for Corporate Members and MBE constituents to grow revenues. As a result of this renewed focus, the level of positive activity is apparent in the significant growth achieved in 2016. Revenue grew 34% in 2016 over the previous year and although expenses grew 27% during this same period and outpaced revenue by 3% for the 2016 year, the level of engagement is unquestioned! The foundation is being rebuilt and the future outlook is very bright as revenue is projected to increase at a conservative rate of 4% in 2017 as the Council focuses on implementing a number of projects and diversify their revenue stream for steady year over year growth, while controlling expenses.
**Signature Events**

**Excellence in Supplier Diversity Awards Gala**

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

**Minority Business Opportunity Expo**

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

**Annual Meeting & Holiday Luncheon**

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

**Gala**
WHO SHOULD ATTEND:

Chief Procurement Officers, Procurement Directors and Managers, Buyers, Supplier Diversity Leaders, Diversity Champions, and those Corporations wanting to start or strengthen their supplier diversity initiatives.

THIS IS AN EXCLUSIVE EVENT FOR CORPORATIONS, GOVERNMENT ENTITIES, AND BUSINESS DEVELOPMENT ORGANIZATIONS.

THURSDAY, AUGUST 25, 2016

11:30 AM TO 1:00 PM

MGM RESORTS INTERNATIONAL CORPORATE CAMPUS
REQ TRAINING ROOM, 950 GRIER DRIVE, LAS VEGAS, NEVADA

LUNCH WILL BE PROVIDED.

JOIN US!

Supplier Diversity Best Practices
Corporate Lunch & Learn

Click Here to REGISTER or type http://goo.gl/Qy2E0r

Registration Deadline: Friday, August 19. Space is Limited!

FREE for corporate members

$22 for non-corporate members (maximum 2 free tickets per corporation)

• Explore best practices and gain strategic insight from premier leaders in Supplier Diversity
• Develop a solid supplier diversity initiative
• Hear a strategic view from MGM Resorts Chief Procurement Officer
• Effectively communicate the big “Why”
• Meet our event moderator, WRMSDC President Cecil Plummer

GUEST PANELIST LEADERS FROM:
Serious About Capacity Building?

Business Growth Accelerator Program
powered by JFK University

Inclusive Capitalism Program
powered by UC Berkeley

Contact admin@wrmsdc.org for additional information

Printing services made possible through generous support from Federal Reserve Bank of San Francisco
Doing right starts right here. At Union Bank®, we believe in the power of people. It’s why we support and work with diverse business partners to foster growth. We think the term “opportunity” should apply equally to each and every one of us.

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

unionbank.com

YOU DESERVE TO SUCCEED.

Supplier Diversity and Development

Richard Chacon   Lana Gosnell
Director        Supplier Diversity Manager
800-821-5351    925-280-2077

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We're committed to partnering with diverse suppliers to celebrate our differences, support the growth of our local communities, and meet the unique eye care and eyewear needs of our 84 million members worldwide.

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

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

Robert Half

Focused on Supplier Diversity

Robert Half International Inc. An Equal Opportunity Employer M/F/Disability/Veterans. RH-0217
1.800.803.8367
roberthalf.com

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PROMOTING VIBRANT DIVERSITY
For becoming our annual MBE Education Sponsor to the Business Growth Accelerator Program with JFK University.

InGenesis

Robert Half thanks

Testimonials

Past Participants

Richard Chacon
Director of Supplier Diversity and Development
Union Bank

UnionBank

Return on Investment (ROI) can be measured in many ways, however one of the best investments of your time and support is the WRMSDC. Find out how you can improve your commitment to the business community by contacting me personally at 800-821-5351.

Richard Chacon
Director of Supplier Diversity and Development
Union Bank

True economic health and prosperity comes from diverse community development. WRMSDC works within diverse communities to locate, certify, and develop qualified minority suppliers for inclusion in Kaiser Permanente’s supply chain. Without strong support and dedicated advocacy in improving the communities we serve, success in our mission would be impossible.

Tanya N. Nixon
Manager
Kaiser Permanente

Kaiser Permanente

MGM Resorts International values our strategic relationship and shared mission with WRMSDC. Their focus on tiered MBE business development, capacity building and certification supports our business goals to attract and retain quality competitive suppliers and enhances minority businesses exposure to the entertainment and hospitality industry.

Kenya Lewis
Executive Director of Supplier Diversity
Global Procurement
MGM Resorts International®

MGM Resorts International

We salute the members, staff and leadership of WRMSDC for its great progress over the past year, and for its collective vision and exciting plans for the future. As Platinum Partners with the Council, SBM has garnered new opportunities and ways to help the Council advance its outreach and benefits to all members, both MBEs and Corporates. Part of our success in reaching new heights in our own corporate diversity goals relates directly to our new interface with the Council. Thank you, and best wishes to all.

Ron Alvarado
Partner and Chief Administrative Officer
SBM Management LP

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SBM Management LP

SBM Management LP
Like a recipe, a business needs the right ingredients.

At Safeway, our supplier partners are a key ingredient to our success.


AT&T is delivering the network of the future, and it all starts with Supplier Diversity. Engaging and integrating diverse suppliers will help AT&T drive to a software-defined network, advance mobile services, revolutionize next-generation TV and connect customers with high speed Internet services. Discover how you can get involved — visit attsupplierdiversity.com.

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

Check our handles to follow us today on:
LinkedIn: Western Regional MSDC
Facebook: @WRMSDC 
Twitter: @WRMSDC
We look forward to a strong 2017!

Staff Members (from Left to Right)

Chantel Miller
Executive Assistant and Special Projects Coordinator

Michael McQuarry
Vice President of Operations & Corporate Services

Rosemary Wetzel
Director of Certification

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

Rose Davis
Director of Corporate Services & MBE Development

Aspen Plummer
Operations & Program Development Assistant

Cecil Plummer
President, CEO

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

Important Contacts

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