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.
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About Us

Who We Are

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

What We Do

Provide Minority Businesses Access to Our Four Pillars:

CERTIFY: Nationally-recognized ethnic minority business certification
DEVELOP: Education and training
CONNECT: Business events (expos, seminars, matchmakers)
ADVOCATE: Buyers, bids, and contracts

Provide Corporate Supporters Access to:

• Certified minority suppliers in diverse industries
• RFP & contract distribution outlets
• Supplier Diversity program development
• Supplier referrals
• Business events & private VIP events
2017 was a significant year for the Council. It marked our 40th year of service to the minority business community and the Corporations that support inclusive supply chain practices. We are proud to share this annual report with you as a historical record of the progress that can be achieved through partnership and collaboration.

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

In 2017 your Council:
- Grew Corporate membership by 61%
- Demonstrated superior financial stewardship and management by eliminating operational deficits
- Increased Platinum Members by 50%
- Added two Board of Directors Members
- Held Board of Directors strategic planning follow-up session
- Launched All Money is Green Committee
- Remained one of the top performing NMSDC councils

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

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

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

Sincerely,

Cecil Plummer
President and Chief Executive Officer
Western Regional Minority Supplier Development Council
And the winner is WRMSDC

• Ranked #5 out of the 23 Minority Supplier Development Councils throughout the nation

• Tied an NMSDC record by capturing three out of the four national recognition awards for having our class 1, 2 and 4 MBEs named National Supplier of the Year by NMSDC

• Five of our Corporate Members were recognized as Corporation of the Year in various categories by NMSDC

• Honored at NMSDC’s 45th anniversary for having three of our Supplier Diversity professionals recognized in the top 45 most influential leaders in NMSDC history

• Received the 2017 Trailblazer Award from the Commissioner of the California Department of Insurance for excellence in Supplier Inclusion

Connection and Development

• We sold out three of our signature events

• We graduated the first group of mentees from MGM Resorts Mentoring Program

• Delivered an access to capital event for Cardinal Health, a prime supplier of Kaiser Permanente

• Held three collaborative events with other Community-Based Organizations

• Launched our first cohort (which included WBEs) of the Business Growth Accelerator Program in partnership with JFK University
State of California
Insurance Commissioner

Insurance Diversity Trailblazer

Awarded to

Western Regional Minority Supplier Development Council

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

Congratulations!

Presented this 28th day of November, 2017

Dave Jones
Insurance Commissioner
Most Influential

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

**Joan Kerr**

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

**Kathleen Trimble**

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

**Scott A. Vowels**

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

Class 1

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

Class 2

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

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

Class 4

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

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

2017 Year End Certified MBEs by State

- **677** Northern California
- **156** Nevada
- **38** Hawai‘i

Year End Certified MBEs

- 2014: 867
- 2015: 945
- 2016: 890
- 2017: 871
**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

**2017 Certified MBEs**

**by Ethnicity**

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

**2017 Certified MBEs**

**by Industry**

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

**2017 Certified MBEs**

**by Gender**

- 609 MALE
- 262 FEMALE

**Total Revenue:**

- Hawaii: $747,020,287
- Nevada: $987,306,004
- Northern California: $11,409,180,003
- Nevada: $987,306,004

**Total Revenue: $13,143,506,294**
Committees

**All Money Is Green (AMIG):**
**Chair:** Dicran Arnold – World Wide Technology  
**Vice Chair:** Lizzy Lorman – Zones, Inc.  
Nino Campos – Oracle Corporation  
Gerri Harris – MGM Resorts International  
Lili Kwan – Pacific Gas and Electric Company  
Tom Thatcherry – Genentech, Inc.  
Jason Trimiew – Facebook, Inc.  
Lee Yang – Kaiser Permanente

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

**Hawai‘i Strategy:**  
**Chair:** Tanya Nixon – Kaiser Permanente  
Oscar Aliaga – Codale Energy Services & Supply, LLC  
Christine Garcia – WRMSDC

**Las Vegas Strategy:**  
**Chair:** Kenyatta Lewis – MGM Resorts International  
Jessica Rosman – Caesar Entertainment Corporation

**MBE Training:**  
**Chair:** Ada Ortega – Federal Home Loans Bank of San Francisco  
Dinita Caldwell – Visa, Inc.  
Jose Espinoza – California Water Association  
Christine Garcia – WRMSDC  
Terilyn Love – Genentech, Inc.  
Tim Mclaughlin – San Jose Water

**Corporate:**

**Education & Training**
**Chair:** Lynn Reddrick – Federal Reserve Bank of San Francisco  
Kathleen Trimble – Robert Half

**Recruiting**
Lisa Castillo – AT&T, Inc.  
Lance Dorsey – McKesson Corporation

**Events:**
**Chair:** Leslie Okamoto – Siemens  
**Vice Chair:** Stacey Hill – Siemens  
Wrenn Braxton – SBM Management, LP  
Margaret Edwards – Kaiser Permanente  
Christine Garcia – WRMSDC  
Lisa Roben – Comcast Corporation  
Harish Vakharia – Rose International

**Executive:**
**Chair:** Cecil Plummer – WRMSDC  
Richard Chacon – MUFG Union Bank, N.A.  
Christine Garcia – WRMSDC  
Kenyatta Lewis – MGM Resorts International  
Michael McQuarry – WRMSDC  
Tanya Nixon – Kaiser Permanente  
Sal Peinado – CSAA Insurance Group  
Jessica Rosman – Caesars Entertainment Corporation  
Kathleen Trimble – Robert Half  
Norberto Velez – Customized Performance, Inc.

**Mentorship:**  
**Chair:** Norberto Velez – Customized Performance, Inc.  
Renee Boyce – My Next Career Path Staffing  
Sal Peinado, Jr. – CSAA Insurance Group  
Edna Zapata – State Compensation

**Nominating:**  
**Chair:** Sal Peinado, Jr. – CSAA Insurance Group  
Lance Dorsey – McKesson Corporation  
Kenyatta Lewis – MGM Resorts International  
Michael McQuarry – WRMSDC  
Lynn Reddrick – Federal Reserve Bank of San Francisco

**NorCal Strategy:**  
**Chair:** Lisa Castillo – AT&T  
Sal Peinado, Jr. – CSAA Insurance Group

**Training:**  
**Chair:** Dwight Jackson – Metro Contract Group  
Ranjan Mohan – R Mo Business Solutions  
Mario Stadtlander – Eagle Promotions  
Norberto Velez – Customized Performance, Inc.
Printing services made possible through generous support from Federal Reserve Bank of San Francisco
According to a Department of Commerce study, the minority population will contribute to as much as 70% of the total increase in purchasing power from 2000 to 2045. A joint report from the Milken Institute and the Minority Business Development Agency (MBDA) suggests that the number of minority business owners in the U.S. (currently estimated at 3.3 million) is growing at a rate of 17% annually, a staggering six times faster than the growth rate of all firms. Overall, sales from diverse businesses are growing 34% a year, which is twice as fast as the national average. The report concludes that minority businesses are a driving force behind growth and will be a major segment of the U.S. economy in the 21st century as a transition to a more diverse demographic majority occurs (Hinson, 2009).

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

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

According to the “Cultures of Giving” report by the W.K. Kellogg Foundation, minorities, on average, are more prone to giving than their non-minority counterparts and in some cases, giving up to 25% more (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 various tax revenues (local, state and federal) coming from the activities of the WRMSDC certified MBE suppliers, the total economic impact equates to over $15.5 billion.

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

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

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

<table>
<thead>
<tr>
<th></th>
<th>Northern California</th>
<th>Nevada</th>
<th>Hawai’i</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Revenues</strong></td>
<td>$8,213,844,596</td>
<td>$1,378,318,158</td>
<td>$1,214,241,446</td>
</tr>
<tr>
<td><strong>Total Labor Income</strong></td>
<td>$2,754,002,767</td>
<td>$470,830,374</td>
<td>$300,118,420</td>
</tr>
<tr>
<td><strong>Tax Revenues</strong></td>
<td>$362,385,804</td>
<td>$46,738,001</td>
<td>$50,299,583</td>
</tr>
<tr>
<td><strong>Employment</strong></td>
<td>40,988</td>
<td>8,715</td>
<td>5,001</td>
</tr>
</tbody>
</table>

For the 12 Month Period Ending September 2016
WRMSDC’s financial statements are based on the calendar year and audited by an independent third party. Financial results for the 2014–2016 period have been reviewed and updated to reflect the audited results. WRMSDC’s 2017 financial numbers represent preliminary results and audited financial numbers will not be completed until later this year.

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

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

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

The 2018 calendar year will be another important year as revenues must continue to increase to deliver the level of value our members, supporters, and constituents have grown to expect from WRMSDC.
One thing that should read loud and clear in reviewing the WRMSDC source of revenue: BALANCE! The percentage slices for 2017 year-end revenue represent an improvement in one significant area and is a long term strategic focus for the success of the Council. Signature Events & Other Fundraisers grew from 20% of total revenue in 2016 to 26% of total revenue for 2017. One of the critical challenges that had plagued the Council in the past was that the three primary signature events were not profitable and our largest fundraiser (Awards Gala) was the biggest drain on Council finances. The other signature events contributed to the losses as well, but we knew this had to change for the Council to be successful.

Several factors contributed to the significant turn-around:

- Moved all venues away from San Francisco Hotels for 2017 (Gala – Chabot Space & Science Center, Expo – City of Richmond, and AMHL – Hornblower Yacht San Francisco Bay), which focused on purpose, fun, and an element of surprise.

- Utilized partnerships from event organizers to graphic design & marketing experts, printing services, wineries, and giveaways & raffles.

- Aggressive negotiations, flawless execution, timely delivery, and working within a controlled budget as overseen by Christine Garcia, Vice President.

- An all-hands-on-deck approach from our dedicated team and our fantastic volunteers.

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

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

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

Sources of Revenue Forecast
The Western Regional Minority Supplier Development Council, its constituents, and a special group of corporations (our members/supporters) have a tight-knit community. These corporations afford WRMSDC the opportunity to certify, connect, develop, and advocate on behalf of our constituents. These well-known and reputable corporations offer goods and services in our neighborhoods. Let’s do our part by spending with those who support us and becoming their consumers in our personal and business lives. By actively engaging in this interconnected system, we disseminate inclusion, commerce, communication, culture, and unity within the WRMSDC family and throughout our local communities.
Members, Partners & Supporters

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

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

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

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

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

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

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

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

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

Premier Members

Local Members
CSAA Insurance Group, a AAA Insurer

AMN HEALTHCARE

California Water Association

Calix

EBMUD

FHLBank San Francisco

GILEAD

MATCHPOINT SOLUTIONS

NORDIC PCL

SIEMENS

VISA

STATE FUND
National Supporters

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

Strategic Alliance Partners

WRMSDC actively cultivates local strategic partnerships, including:
New Supporters

Technical/Educational
Local Supporters
You are an inspiration

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

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

unionbank.com  

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

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

Cassandra Vincent  
Branch Manager  
Orinda Branch  
925-253-8999

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

Maurice Brewster
Mosaic Global Transportation

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

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

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

Erwin Villanueva &
Sam Sharma
Saitech, Inc.

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

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

Jose Espinoza
California Water

San Jose Water Company

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

Richard Chacon
MUFG Union Bank, N.A.

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

Pamela Isom
ICE Safety Solutions

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

Renee Boyce
My Next Career Path Staffing

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

Sonu Ratra
Akraya
The Power of Collaboration

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

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

CYBER SECURITY WORKSHOP
WRMSDC, POWHer, and Southwest Gas Corporation partnered together to present a Cyber Security workshop for minority and diverse businesses. All registration proceeds were generously matched by Southwest Gas Corporation then donated, as 3–5 mammograms, to Nevada Health Center for underserved women in the community.
MENTOR PROGRAM
WRMSDC collaborated with MGM Resorts and the Cycle of Success Institute (COSI) to offer a unique SWOT analysis structured to identify significant business areas with rich opportunities for improvements and efficiencies affording the mentee with a capacity to grow and develop its operations. The mentees have launched tiger teams and are achieving wins in streamlining operations and building capacity.

MGM WINE TASTING
Best-in-Class supplier diversity programs continually raise the bar to provide diversity and inclusion in all categories of procurement spend. MGM Resorts presented a unique wine tasting event to provide exposure to minority and women-owned businesses.
**GENERAL ASSEMBLY**
The General Assembly is an annual event hosted by the MBE Input Committee (MBEIC), which offers networking opportunities, training and workshops, and encourages MBE to MBE business.

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

**PROGRAM MANAGERS MEETING**
The Program Managers Meeting is a forum for corporate program manager representatives to learn and discuss best practices, innovative approaches, and breaking down barriers within their organizations and externally in the supplier diversity and inclusion arenas.
EXCELLENCE IN SUPPLIER DIVERSITY AWARDS GALA

Our annual Excellence in Supplier Diversity Awards Gala recognizes the best amongst the Western Regional Supplier Diversity Council and celebrates the achievements of individuals and companies who have demonstrated exceptional commitment to providing quality service and promoting minority participation in the procurement process during the previous year.
MINORITY BUSINESS OPPORTUNITY EXPO
WRMSDC pioneered the first NorCal minority-owned expo of its kind 40 years ago and today remains the largest and most successful annual minority business opportunity expo in Northern California. Suppliers, buyers, and corporate representatives from across the region and nation participate in one-on-one matchmaking, strategic networking, and the generation of wealth and economic growth.
ANNUAL MEETING & HOLIDAY LUNCHEON
At WRMSDC’s Annual Meeting & Holiday Luncheon, attendees participate in honoring the recipients of the year’s Corporate and MBE Champion Awards, and network with fellow Corporate Members and MBEs. The President, Board Chair, & MBE Input Committee Chair also present the Council’s strategic direction for the next year.

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

Staff Members (from Left to Right)

Michael McQuarry
Vice President of Operations & Corporate Services

Aspen Plummer
Operations & Program Development Assistant

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

Chrissy Thibeaux
Certification Assistant

Rosemary Wetzel
Director of Certification

Chantel Miller
Executive Assistant and Special Projects Coordinator

Rose Davis
Director of Corporate Services & MBE Development

Cecil Plummer
President, CEO

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

Important Contacts

<table>
<thead>
<tr>
<th>General and Administrative Questions</th>
<th><a href="mailto:chantel@wrmsdc.org">chantel@wrmsdc.org</a></th>
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</thead>
<tbody>
<tr>
<td>Corporate and Annual Supporters</td>
<td><a href="mailto:michael@wrmsdc.org">michael@wrmsdc.org</a></td>
</tr>
<tr>
<td>Certification Questions</td>
<td><a href="mailto:certification@wrmsdc.org">certification@wrmsdc.org</a></td>
</tr>
<tr>
<td>General Events, and MBE Training or Services Questions</td>
<td><a href="mailto:christine@wrmsdc.org">christine@wrmsdc.org</a></td>
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We look forward to a strong 2018!
Are our notifications in your clutter or junk box?
Are you following us on social media?
Do you want to be in the know?

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

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

Follow us on:
LinkedIn: Western Regional MSDC
Facebook: @WRMSDC Twitter: @WRMSDC
Serious About Capacity Building?

Contact admin@wrmsdc.org for additional information

Business Growth Accelerator Program
powered by JFK University

Contact admin@wrmsdc.org for additional information
SAVE THE DATE

August 31, 2018

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

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