# NCMSDC 2013 ANNUAL REPORT





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# MESSAGE FROM THE COUNCIL

This year has been one of the most demanding and ambitious in Council history. Our territory stretched to include the state of Nevada and its more than 100 Certified Minority-owned Business Enterprises (MBEs). We faced major operational hurdles, many of which will extend far into 2014. We even withstood the departure of our well-respected and much-celebrated President Scott A. Vowels, who still gives us advice from time to time when we light the Bat-Signal. (Although Scott always claimed to be Commissioner Gordon.)

When companies are forced to deal with problems threatening the very foundation of their organization, many of them collapse. Instead, NCMSDC did the unthinkable: we expanded. Even as boxes of Nevada Certification files poured into our office and reports of funding cutbacks hit the network, we didn't stop. We assigned staff to help tackle the Nevada transition. We assembled a President Search Committee. We hired new staff to keep pace with our growth. In short, we did what we're good at: we survived, and we closed out the year like champs.

One thing defined us in 2013: the strength of both our team and our support system. The Corporate Members and MBEs who answered our midnight emails, served on emergency committees, and listened to our battle strategies and made them better—each of them served as a lifeline, keeping us going. I could name-drop them here, but there isn't enough space on the page.

At the end of 2013, even as I write this, the Council is still fighting with the increased momentum, loyal support, and hard-won experience of a year spent getting stronger. If there's one thing I've learned as Interim President, it's this: surviving is what we do best. I couldn't ask for a better team, or a greater challenge.

Melissa N. Buss Interim President

Melisse M. Bess

Northern California Minority Supplier Development Council



# ABOUT NCMSDC

### NORTHERN CALTEORNIA MINORITY SUPPLIER DEVELOPMENT COUNCIL

Now proudly serving Northern California, Hawaii, and Nevada

### ABOUT NOMSDO

Founded in 1978, NCMSDC is a non-profit organization that connects certified Minority-owned Business Enterprises (MBEs) with NCMSDC Corporate Members and provides the only nationally-recognized Ethnic Minority Business Certification in Northern California and Hawaii. At the end of 2013, we also officially began serving the state of Nevada. Our Corporate Members include many of America's largest publicly-owned, privately-owned, and foreign-owned companies, as well as universities, hospitals, and other buying institutions. Leveraging our more than 35 years as an industry expert in minority business enrichment, development, and impact, we offer Corporate Members access to our database of certified minority suppliers with diverse industries, specializations, and capacities. We offer minority businesses support from certification to technical trainings to exclusive MBE-to-MBE and corporate procurement events. NCMSDC is an affiliate of NMSDC, Inc., a national organization comprised of 36 regional councils with a combined constituency of over 13,000 certified MBE suppliers and 1,700 Corporate Members. For more information please visit us online at www.ncmsdc.org.

### MISSION

NCMSDC promotes minority participation in the procurement process to create economic wealth in minority business communities in Northern California, Hawaii, and the nation. At the end of 2013, we began serving the state of Nevada and will continue to strive to satisfy our mission for our Nevada MBEs.

### VISION

NCMSDC's vision is to promote and advance minority supplier development by being the premier organization in the Western Region, serving Northern California, Hawaii, and now Nevada. We continue to connect MBEs with Corporate Members committed to Supplier Diversity.

### NCMSDC'S FOOTPRINT

Proudly serving Northern California, Hawaii, and now Nevada



# HIGHLIGHTS & ACHIEVEMENTS

Directly impacted California's employment, labor income, tax base, and economy by supporting diverse suppliers that create over 76,000 jobs locally, contribute \$687.7M in taxes, and generate over \$11.3B in annual revenue

5th highest total of MBEs amongst all NMSDC regional councils before the merger

Hosted more than 160 technical training, business development, and corporate and MBE-to-MBE procurement opportunity events over the past 7 years

Will have hosted 20 events in 2013 by year-end, including minority business technical trainings, Corporate Members Committee Meetings, and MBE-to-MBE Spend forums

Provided minority business industry expertise at over 130 affiliate events since 2011

Celebrated numerous NCMSDC MBE award winners in the Regional and National NMSDC Supplier of the Year Award competitions: 2 Regional winners in 2010; 2 Regional and 1 National winner in 2011; 2 Regional and 1 National winner in 2012; and 1 Regional and 1 National winner in 2013

Disseminated over 320 educational communications & over 300 targeted opportunity emails in 2012 and 2013

Since 2011, awarded 13 corporate-sponsored Scholarships for MBEs to attend the National MSDC's Conference and Business Opportunity Fair and the UCLA Anderson School of Management's Management Development Program for Entrepreneurs

In 2013, the Executive Team served as guest speakers and/or panel moderators at over 10 events hosted by Strategic Alliance Partners

Continued to provide relevant and impactful event topics (for example, NCMSDC experienced 100.28% attendance at the 2013 Gala and 91.9% attendance at the 2013 Expo)

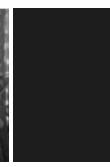
Offered internships to 11 Oakland high school and college students to build their skillsets and obtain office experience

Established and strengthened both local and national strategic alliance partnerships with advocacy organizations, government entities, certifying agencies, and chambers of commerce, including WBEC-West, the California Public Utilities Commission, Black Economic Council, the SBA, Greenlining, the American Indian Chamber of Commerce of California, the California Disabled Veterans Business Alliance, the Hispanic Chamber of Commerce Silicon Valley, WBENC, and the MBDA, among many others





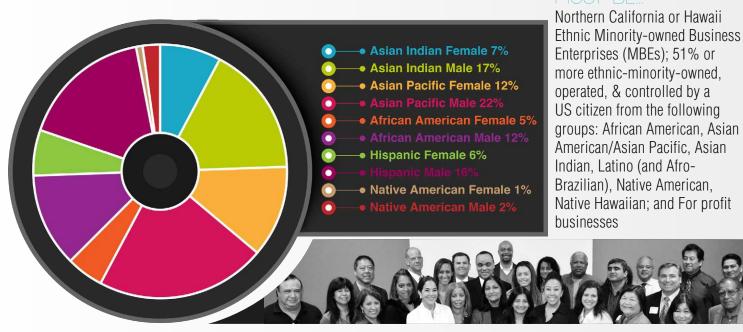




Pictured (*left to right*): Maurice Webb, Apple Inc.; Sarah Lyu, Sarah Lyu Consulting, Inc.; Kurt Schaarschmidt, Virgin America; Brian Rikuda, iServiceGlobe; Peter Lee, Wells Fargo; Scott A. Vowels, Apple Inc. (formerly NCMSDC).

# **OUR MINORITY BUSINESSES**

## CERTIFIED MINORITY BUSINESSES

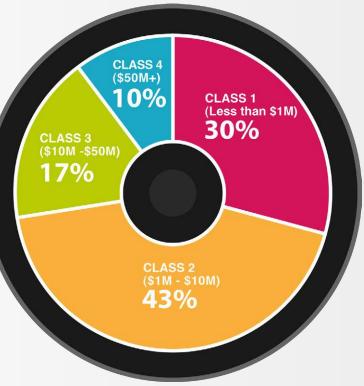


### COMPANIES SHOULD HAVE.

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





<sup>\*</sup> The data on this page reflects only Northern California and Hawaii MBEs

# OUR ANNUAL SPONSORS

### LOCATION OF CORPORATE HEADQUARTERS

Bethesda, Burlingame, Cupertino, Dallas, Menlo Park, Oakland, Palo Alto, Philadelphia, Richmond, San Diego, San Francisco, San Jose, San Ramon, St. Louis, Sunnyvale

### INDUSTRIES

Air Transportation Services Commercial Banking Communications and Information Technology Computer Storage Devices Consumer Electronics

Energy and Utilities

Entertainment, Information and Communications Products and Services Global Security and Aerospace

Health Care Services

Information Technology and Commercial Computer Products

Pharmaceuticals, Medical Supplies and Health Care Information Technologies

**Public Utilities** 

Staffing and Risk Consulting Services

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 now 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.

NCMSDC would like to thank our ANNUAL SPONSORS for their generous support













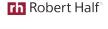








MCKESSON



america





# **BOARD OF DIRECTORS**



Back Row: Michael McQuarry, Norberto Velez, Bob Thompson II, Dicran Arnold, Nancy Scott-Rogers, Pamela Isom, Rex Chu (deceased), Scott A. Vowels, Tanya Nixon, Madison Gunter III, Elena Anaya, Ron Rodrigues, Shashi Kumar, Maurice Webb Front Row: Elise Yamada, Sonu Ratra, Kathleen Trimble, Charleen Hamel

**Not Pictured:** Sheila Bright, Richard Chacon

### 2013 CORPORATE BOARD MEMBERS

Madison Gunter III, Chair - Cisco Tanya Nixon, Vice Chair - Kaiser Permanente Sheila Bright, Secretary - AT&T Kathleen Trimble, Treasurer & Corporate Members Nancy Scott-Rogers - McKesson Corporation Committee Chair - Robert Half Charleen Hamel, Certification Chair - Brocade Elena Anaya - Turner Construction Company

Richard Chacon - Union Bank Michael McQuarry - HP Ron Rodrigues - Chevron Corporation Bob Thompson II - Lockheed Martin Space Systems - CA Maurice Webb - Apple Inc.

### CORPORATE PLUS BOARD MEMBER

Dicran Arnold - World Wide Technology, Inc.

### MBE INPUT COMMITTEE BOARD MEMBERS

Pamela Isom, MBEIC Chair - ICE Safety Solutions Sonu Ratra, MBEIC Vice Chair - Akraya, Inc. Shashi Kumar, MBEIC Secretary - Infoyogi LLC Norberto Velez - Customized Performance, Inc. Elise Yamada - Fong Brothers Printing, Inc. Rex Chu (deceased) - ASI Computer Technologies, Inc.

# STRATEGIC ALLIANCE PARTNERS

NCMSDC actively cultivates local and national strategic alliance partnerships with advocacy organizations, government entities, certifying agencies, and chambers of commerce, including:

Alameda County Small Business Development Centers of Northern California American Indian Chamber of Commerce of California

Asian American Business Women Association Asian Business Association Asian Inc.

ASTRA Women's Business Alliance
Black Chamber of Silicon Valley
Black Economic Council
California Black Chamber of Commerce
California Disabled Veterans Business Alliance
California Public Utilities Commission
California Utilities Diversity Council
Chamber of Commerce of Hawaii
Chamber of Commerce of Hawaii

Congressional Black Caucus Contract Compliance Social Equity Division Council for Native Hawaiian Advancement Department of General Services Governor's Office of Planning & Research Greenlining Institute Hawaii Foreign-Trade Zone Hispanic Chamber of Commerce Silicon Valley Honolulu Japanese Chamber of Commerce Honolulu Minority Business Development Agency Honolulu Minority Business Enterprise Center Institute for Supply Management Milpitas Chamber of Commerce Minority Business News USA National Council of Asian American Business Associations National Hispanic Business Information

Clearinghouse

National Minority Supplier Development Council National Women's Business Council Native Hawaiian Chamber of Commerce Native Hawaiian Organizations Association Native Hawaiian Revolving Loan Fund NCA Elite SDVOB/DVBE Network OCA Asian Pacific American Advocates Sacramento Asian Pacific Chamber of Commerce San Francisco Hispanic Chamber of Commerce San Francisco Human Rights Commission SCORE of Hawaii Silicon Valley Hispanic Chamber of Commerce Small Business Administration South Asian Business Alliance Network State of Hawaii Department of Transportation DBE Program US Pan Asian American Chamber of Commerce WBEC - West **WBENC** 

NCMSDC's Strategic Alliance
Partners are crucial to our success.
Our roster of affiliates includes
prominent organizations and community leaders that encourage professional development and opportunities for our MBEs, as well as promote greater exposure for the Council. Thank you to the Chevron Team for hosting NCMSDC during the three-day 2013 Women's Business Enterprise Council West (WBEC-West) Annual Conference!



# SIGNATURE EVENTS







**Excellence in Supplier Diversity Awards Gala** 

Our annual Excellence in Supplier Diversity Awards Gala recognizes the best in Northern California 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.

photos: kingmond.com



### **Minority Business Opportunity Expo**

NCMSDC pioneered the first NorCal minority business expo of its kind over 35 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 California and the nation participate in one-on-one matchmaking, strategic networking, and the generation of wealth and economic growth.

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



Pictured from Row 1 (left to right): Kathleen Trimble, Robert Half; Dicran Arnold, WWT; Joan Kerr, Pacific Gas and Electric Co.; Sally Saba, Kaiser Permanente; Elena Anaya, Turner Construction. Pictured from Row 2 (left to right): Denise Coley, Cisco; Joe Adams, Chevron; Charleen Hamel, Brocade. Pictured from Row 3 (left to right): Kerry Green, Union Bank; Scott A. Vowels, Apple Inc. (formerly NCMSDC); Tony Orlando, Richard Chacon, Jan Woolsey, Julius Robinson, Union Bank Team; Melissa N. Buss, NCMSDC.

# MEETINGS & SEMINARS

### CORPORATE MEMBERS COMMITTEE MEETINGS

Our Corporate Members Committee Meetings provide corporations with the opportunity to network with likeminded peers, increase their knowledge of issues relevant to corporations navigating today's business world, and hold candid discussions about common challenges, best practices, and topical issues both shared and unique to their industries. Previous meetings have been hosted by prestigious corporations like Union Bank, Kaiser Permanente, Brocade, Turner Construction Company, and the Federal Reserve Bank of San Francisco. Speakers covered a variety of key Supplier Diversity issues from budget building and setting procurement goals to compliance reporting and Supplier Diversity Auditing.

### HOW TO DO BUSINESS WITH CORPORATIONS

This event enables individual corporations to educate MBEs about sourcing and procurement at their company. The host corporation familiarizes MBEs with industry standards, processes, and expectations, while also offering them a distinct perspective about what they look for in a supplier. One-on-one speed matchmaking sessions provide buyers and prime suppliers with the opportunity to meet with only those MBEs that satisfy their needs and requirements. Past events include How to Do Business with Lockheed Martin Space Systems Company, Robert Half, the Walt Disney Company, Pacific Gas and Electric Company, and Wells Fargo.

### MEET THE BLYERS

Meet the Buyers offers corporate buyers and prime suppliers exclusive one-on-one access to certified minority businesses and the opportunity to present topical business issues. Past hosts of Meet the Buyers include Apple Inc., AT&T, Chevron, Kaiser Permanente and J.P. Morgan.

### EDUCATIONAL SEMINARS & TECHNICAL TRAINING

NCMSDC hosts a suite of educational events designed to help MBEs grow their business, learn technical skills that impact revenue and sustainability, and prepare them to do business with Corporate America. Corporate Members co-host many of these seminars and provide direct hands-on training to MBE attendees.

### ALL MONEY IS GREEN

MBEs do business with other minority firms during this whirlwind networking event, designed to offer MBEs the opportunity to pitch what they buy and sell to an audience of fellow MBEs.

Additional Events can be found at www.ncmsdc.org

# FINANCIAL

### STATEMENT OF FINANCIAL POSITION

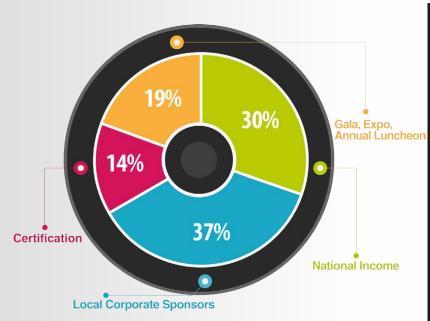


In 2008 and 2009 (not shown), NCMSDC sustained losses of \$106 thousand and \$76 thousand, respectively. Since then, in response to a mandate from the Board of Directors, the Council has been successfully reducing expenses at a rate of 3-8% per annum since 2009 (8% was the largest reduction to date in 2012). This reduction occurred while revenues had been increasing at a rate of 6-10% prior to 2011 when NCMSDC eclipsed the \$1M dollar mark. This trend of surpassing \$1M in revenue continued in 2012, and all indications are that in 2013 the trend will persist.

In 2012, and thus far in 2013, NCMSDC has increased our revenue as a direct result of the value of the products and services we offer our Corporate Members and MBE constituents. Last year, we renewed our focus on creating a superior customer service experience for everyone currently familiar with (and new to) the NCMSDC brand. In 2013, NCMSDC focused on solidifying our foundation to properly position the Council for the anticipated growth planned for 2014.

# **STATEMENT**

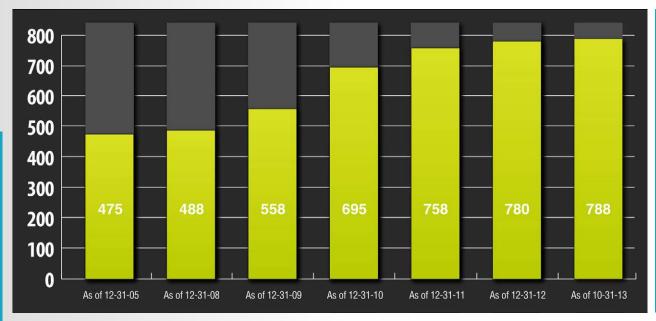
### SOURCES OF REVENUE FORECAST



Given that NCMSDC is a Corporate Member-driven organization, it is understandable (and expected) that 66% of our revenue comes directly from both National and Local Corporate Members. Approximately 15% of the 19% of revenue derived from events also comes from members of the corporate community who are dedicated to increasing minority business participation in their supply chains.

In 2012 and 2013, NCMSDC continued to keep the cost for certification and recertification far below market rates, as evidenced when benchmarked against organizations with similar missions. The Council has also used this same philosophy of keeping our cost low for events to facilitate both MBE and corporate participation.

### CERTIFIED MINORITY BUSINESSES



Over the past 5 years, NCMSDC has experienced an exponential growth of 62% (488 in 2008 vs. 788 in 2013) in our certified MBE population. MBE numbers were relatively stable from 2005-2008, ranging from 475 to 488. As of October 31, 2013, NCMSDC reached an all-time high, with 788 Certified MBEs. The Council's 5-Year Strategic Plan, which the Board of Directors and staff designed and launched in 2009, has worked to cement the Council's role as a thought leader in the minority business development space. One of the primary pillars of the strategic plan was to increase the number of Certified MBEs capable of serving as suppliers to our Corporate Members by 30% over the 5 year period. Based on our data, the Council has more than doubled that goal.

# **TESTIMONIALS**

Where can you get the best bang for your buck? Your time translates to ROI and a proven positive Return On Investment is active participation with the NCMSDC. The many resources the NCMSDC provides can result in helping you grow your company. Union Bank and the NCMSDC stand ready to help make your time count.

# Richard Chacon, Senior Vice President & Director, Supplier Diversity Union Bank



The NCMSDC and Kaiser Permanente have a symbiotic partnership that allows us to both thrive in our pursuit of the common goal of providing maximum opportunity to minority suppliers. We look forward to continued support of the council.

# Dr. Sally Saba, Executive Director - National Supplier Diversity Kaiser Permanente



At Chevron, it is a strategic imperative to support the communities in which we operate through economic development and job creation. The inclusion of diverse businesses in our supply chain, as well as our longstanding partnership with NCMSDC and its network of local minority-owned businesses, help us continue to make solid strides toward this goal.

# Ron Rodrigues, Supplier Diversity/Local Content Manager Chevron Corporation



Wells Fargo has partnered with the Northern California Minority Supplier Development Council (NCMSDC) for more than 15 years. This relationship has been a mutually beneficial collaboration for Wells Fargo and the minority businesses in Northern California. Through its corporate sponsorship of the council, Wells Fargo has supported many supplier development events and educational programs that help build capacity and facilitate growth of minority owned businesses. NCMSDC's success comes from strategic partnering that provides the right tools and resources for diverse businesses to succeed.

# Peter Lee, Vice President, Corporate Supplier Diversity Wells Fargo



For over 8 years, WWT has been part of NCMSDC's network of minority businesses. Throughout this time, the Council's passion and dedication created countless opportunities for many corporations, including WWT, to network and fulfill their business objectives, and we have advanced from a certified MBE to a Corporate Plus MBE to the first NCMSDC MBE Corporate Plus Sponsor in Council history. It is with great pride that WWT continues its partnership with NCMSDC in 2013 to enrich, support, and grow other minority businesses throughout our corporate footprint.

# David L. Steward, Founder and Chairman World Wide Technology, Inc.



Northbound is a proud MBE annual sponsor; we have achieved tremendous success in partnership with supplier diversity and NMSDC. We look forward to a continued and fruitful partnership.

Hetal Mehta, CEO Northbound LLC





visit ncmsdc.org for details

# EXPO

36th Annual Minority Business Opportunity Expo

visit ncmsdc.org for details



# FONG BROTHERS PRINTING, INC.

www.fbp.com



# **STAFF**

Left to right: Interim President -Melissa N. Buss

Executive Director of Communications & Operations - Christine Liwai Garcia

Office & Data Assistant -Joseph Baker

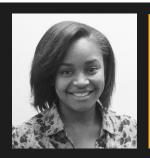
**Director of Certification -**Rosemary Wetzel

As 2013 comes to a close, the NCMSDC staff is proud of what we have achieved under both former President Scott A. Vowels and Interim President Melissa N. Buss's leadership. Scott laid a solid foundation that Melissa has continued to build upon—a foundation that the Council will use to drive our organization's growth and success in the years to come.

### **Welcome to Our New Staff Members!**



Ashley Green, Communications & Projects Coordinator: Ashley works closely with the Executive Director of Communications & Operations to coordinate departmental tasks and integrate communication plans into all projects, including design, social media strategies, and web development. She graduated cum laude with a B.A. in Mass Communications from the University of North Carolina at Greensboro and earned her Master's Degree in Communication from California State University East Bay.

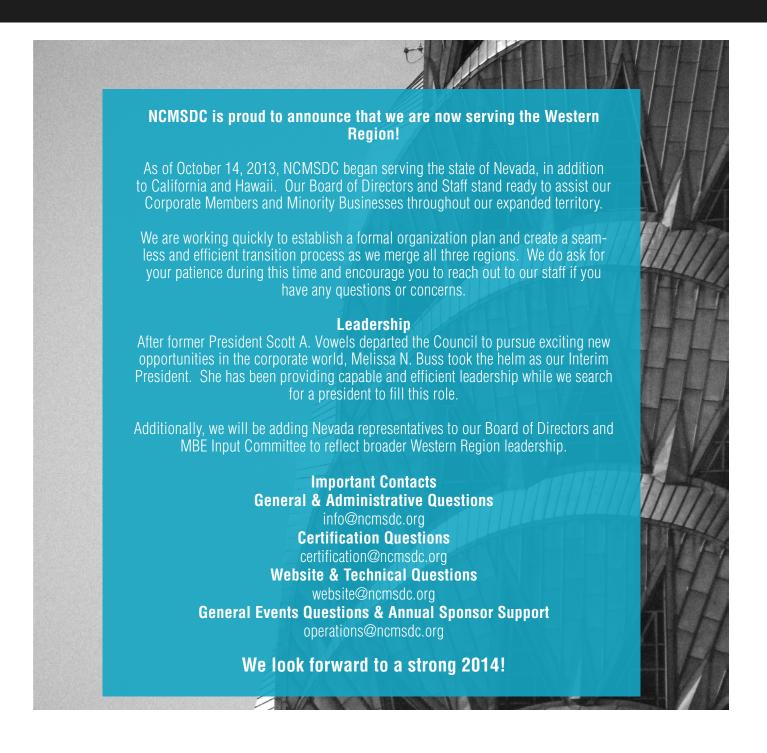


Allison Armour, Assistant
Operations & Project Coordinator:
Allison has several years' experience in journalism, recreation management, event planning, and corporate administration. At NCMSDC, Allison works with the Interim President in handling operations, accounting, corporate and affiliate relationships, as well as event coordination. Allison holds a B.A. in Communication with an emphasis on Journalism from California State University East Bay.



Nino Fernandez, Web & Marketing **Assistant:** Nino Fernandez has flourished in multimedia and design. He possesses a wide scope of experience ranging from design and marketing concepts to print. web, and musical production. Nino holds certifications in Microsoft software essentials and multimedia design and has working knowledge of 10+ design software tools. He draws inspiration from his home in the Bay Area and multiple years spent venturing the countries of South East Asia. Nino enjoys building personal brands by creating tangible pieces of art from an abstract vision, and has hopes of revolutionizing the NCMSDC brand.

# NEW LEADERSHIP & TERRITORIES





# **CORPORATE MEMBERS**

Abbott Laboratories Accenture LLP Adecco USA, Inc.

AEG

Aisin World Corporation

American Honda Motor Company, Inc. Anheuser-Busch Companies, Inc.

Apple Inc. AT&T

Bank of America Corporation

Bayer Corporation BBDO New York Black & Veatch

Blue Shield of California

BP America, Inc.

Brocade

**Brown-Forman Corporation** 

California Water
CBS Corporation
Chevron Corporation
Cisco Systems
Citigroup Inc.

Coca-Cola Enterprises, Inc.

Comcast
Comerica Bank
ConAgra Foods, Inc.
Corestaff Services, L.P.
Cricket Communications

CVS Caremark Deloitte Services LP

East Bay Municipal Utility District

Enterprise Holdings Ernst & Young

Federal Home Loan Bank San Francisco Federal Reserve Bank of San Francisco

FedEx Corporation

Genentech, Inc.

General Electric Company

General Mills, Inc.

Goldman Sachs & Company

Goodrich Corporation Hallmark Cards, Inc. Havas North America Herman Miller, Inc.

Hershey Foods Corporation

HP

Hilton Worldwide Intel Corporation Interface Inc.

International Business Machines

Corporation

J.C. Penney Company Johnson & Johnson

J.P. Morgan Chase & Company

Kaiser Permanente

Lockheed Martin Space Systems

Company Macy's, Inc.

Major League Baseball McKesson Corporation

Medtronic, Inc. MetLife, Inc.

Microsoft Corporation National Railroad Passenger Corporation (AMTRAK)

Nestle USA NetApp, Inc. Oracle USA, Inc.

Pacific Gas & Electric Company

Qwest Communications Raytheon Company

Robert Half

San Jose Water Company

SciQuest

**Sears Holding Corporation** 

Shell Oil Company

**Sprint Nextel Corporations** 

Staples, Inc.

State Farm Insurance Companies

Symantec Corporation
Target Corporation
Temple-Inland

The Clorox Company
The Coca-Cola Company
The McGraw-Hill Companies
The Standard Register Company
The Walt Dispay Company

The Walt Disney Company Turner Construction Company

Union Bank

Union Pacific Railroad

**United Airlines** 

United Parcel Service

United States Postal Service United States Tennis Association

**URS** Corporation

U.S. Bank

Verizon Communications, Inc.

Virgin America Walgreen Company Wal-Mart Stores, Inc Waste Management, Inc. Weil, Gotshal & Manges LLP

Wells Fargo

WorleyParsons Group, Inc.

W.W. Grainger, Inc.

Wyndham Worldwide Corporation

**Xerox Corporation** 



Minority-owned enterprises can register to become suppliers at: www.apple.com/supplierdiversity