



WRMSDC 2016 Annual Report



KAISER PERMANENTE®

Message from the Council

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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.

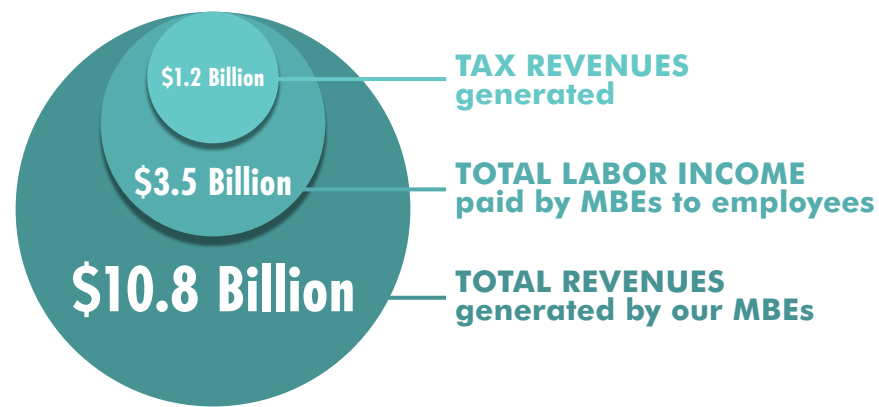
Sincerely,



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

Economic Impact

For the 12 Month Period Ending September 2016



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

	Northern California	Nevada	Hawaii
Total Revenues	\$8,213,844,596	\$1,378,318,158	\$1,214,241,446
Total Labor Income	\$2,754,002,767	\$470,830,374	\$300,118,420
Tax Revenues	\$362,385,804	\$46,738,001	\$50,299,583
Employment	40,988	8,715	5,001

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 Ibanez 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 Intrinsyx and Emerging Electronic Technologies
- SWOT Analysis – Incito 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 Solorio from ATR 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

Sonu Ratra of Akraya 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 Commissioner, Astra and The Rainbow Chamber of Sacramento.

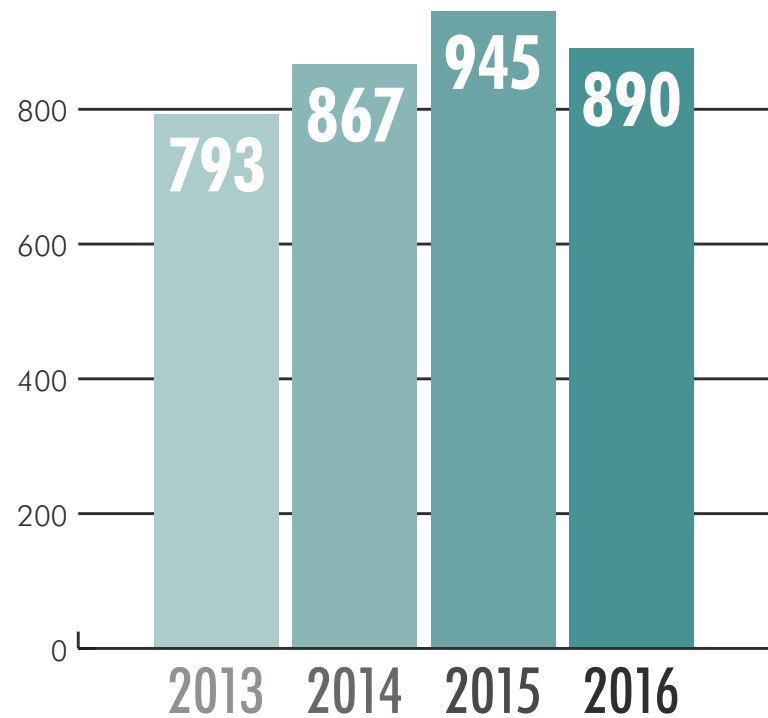
Our Minority Owned Businesses

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.



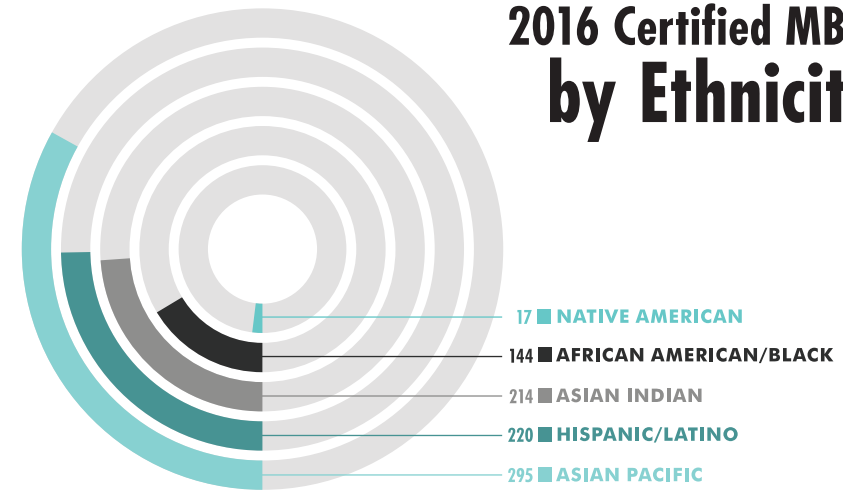
Year End Certified MBEs



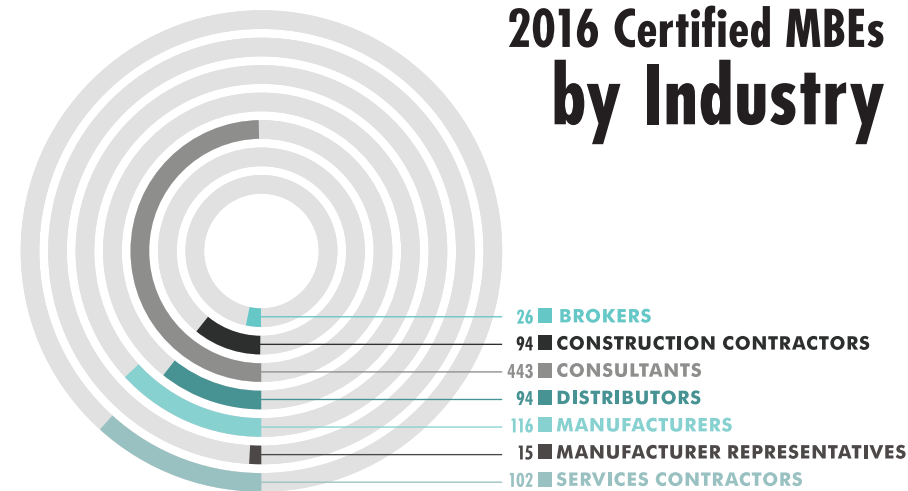
2016 Year End Certified MBEs by State



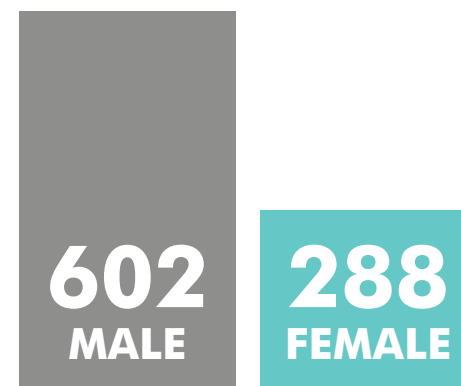
2016 Certified MBEs by Ethnicity



2016 Certified MBEs by Industry



2016 Certified MBEs by Gender

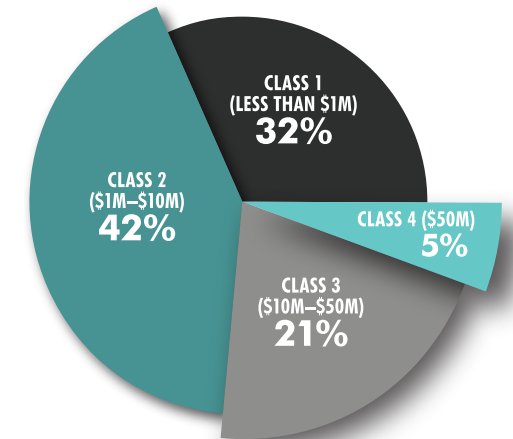


Total Revenue:



\$10,806,404,201

2016 Year End Certified MBEs by CLASS



MBEs Should Have

- The capacity to provide goods and services to Fortune 500 corporations or their prime suppliers
- Experience working with major corporations
- Broad geographic coverage
- The capacity for growth

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
 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, 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



Technical and Education Supporters



* Indicates National NMSDC Member
 ** Indicates Corporate Plus Member

Board of Directors



Richard Chacon
 Board Chair
 Union Bank



Tanya Nixon
 Board Vice Chair
 Kaiser Permanente



Kenyatta Lewis
 Board Secretary
 MGM Resorts International



Charleen Hamel
 Certification Chair
 Brocade



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



Lisa Castillo
 Corporate Board Member
 AT&T



Melinda Garcia
 Corporate Board Member
 Garcia & Gurney ALC



Joan Kerr
 Corporate Board Member
 Pacific Gas and Electric Company



Salvador Peinado, Jr.
 Corporate Board Member
 CSAA Insurance Group



Jessica Rosman
 Corporate Board Member
 Caesars Entertainment



Bob Thompson, II
 Corporate Board Member
 Lockheed Martin Corporation



Norberto Velez
 Minority Business Input Committee Chair
 Customized Performance, Inc.



Liz Tsuji
 Minority Business Input Committee Vice Chair
 Keystone Gifts



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



Oscar Aliaga
 MBEIC Nevada Rep
 Codale Energy Services & Supply

MBE Input Committee

Norberto Velez	Chair	Customized Performance Inc.
Liz Tsuji	Vice Chair	Keystone Gifts
Oscar Aliaga	MBEIC NV Rep	Codale Energy Services & Supply
Renee Boyce	Voting Member	My Next Career Path Staffing
Pamela Isom	Voting Member	ICE Safety Solutions Inc.
Dwight Jackson	Voting Member	Metro Contract Group
Ranjani Mohana	Voting Member	R Mo Business Solutions
Mary Shulenberger	Voting Member	Parle Enterprises Inc.
Phyllis Simon	Interim Secretary	Next Level Law Group, Inc.

Strategic Alliance Partners

WRMSDC actively cultivates local strategic partnerships, including:



Quick Printing Center



CLEANTECH



TURNER GROUP CONSTRUCTION



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

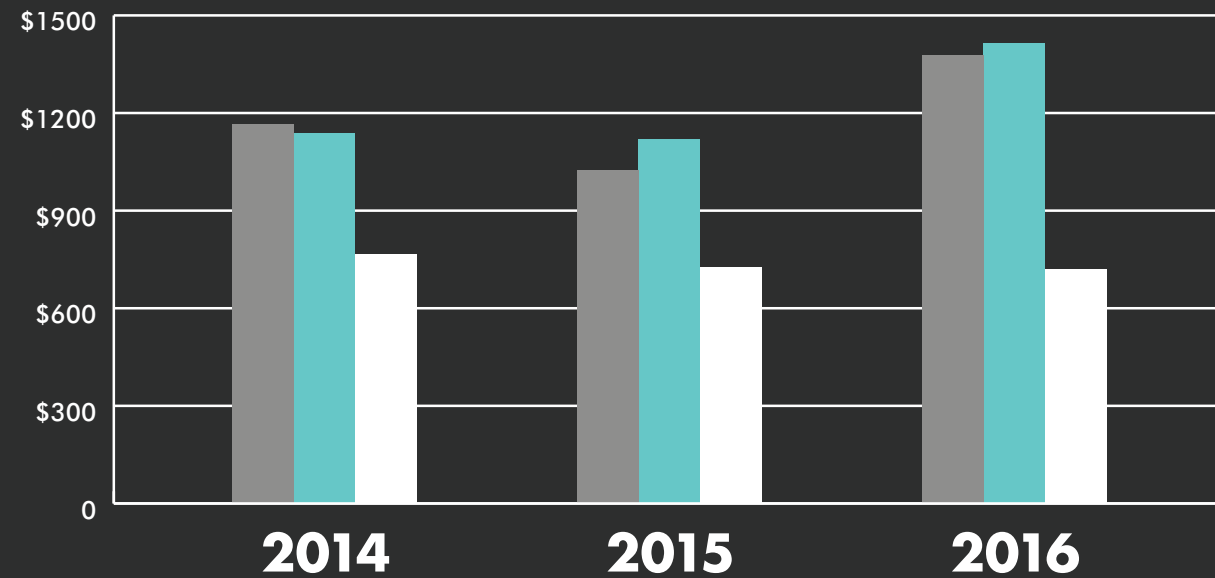
2017 Fundraising Goal:
40 Years \$140K



For more information, please contact us today at services@wrmsdc.org

Financial Statement

Statement of Financial Position



Total Revenue
(in millions)

\$1,166

\$1,025

\$1,378

Total Expenses
(in millions)

\$1,137

\$1,120

\$1,415

Net Assets
(in thousands)

\$766

\$727

\$721

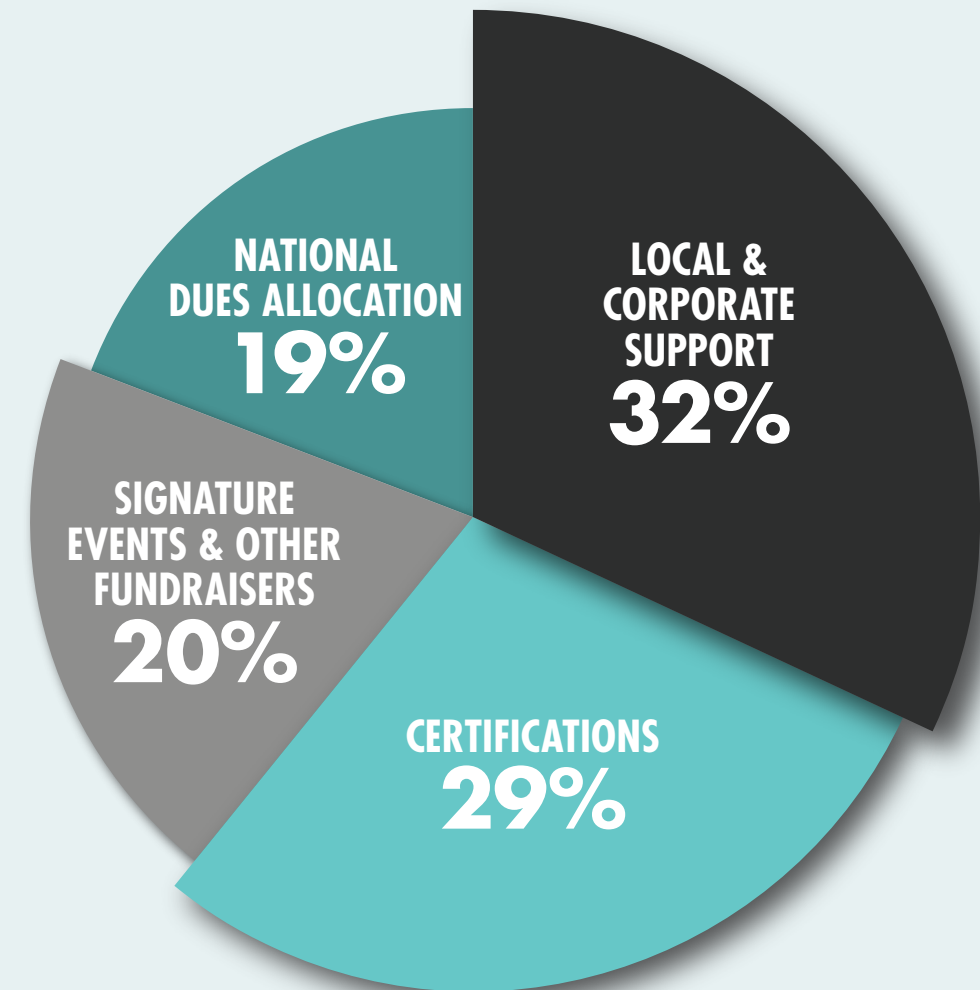
As is reflective in the 2014 results, the Council momentum continued through that year with revenue exceeding the \$1.1M mark and outgrew expenses by 3%.

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 to implement a number of projects and diversify its revenue stream for steady year over year growth, while controlling expenses.

Sources of Revenue Forecast



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 11 points 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.

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

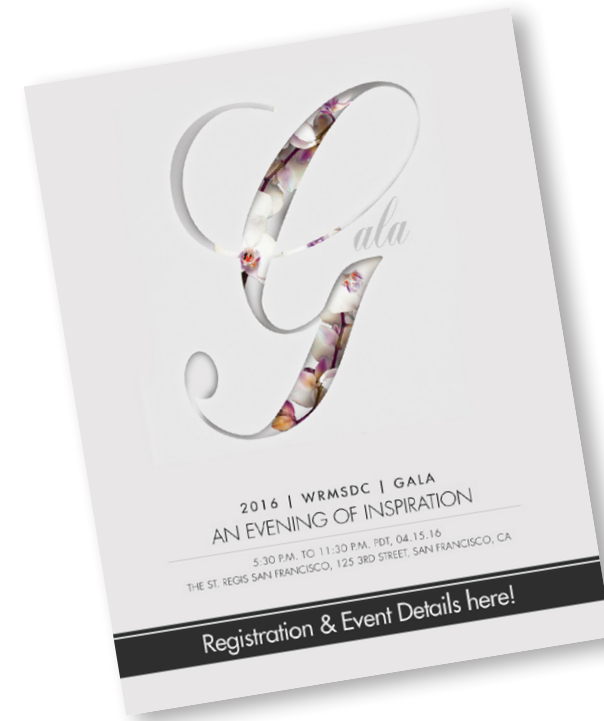
WRMSDC pioneered the first NorCal minority business expo of its kind almost 40 years ago and today it remains the largest and most successful annual minority business opportunity expo in Northern California. Suppliers, buyers, and corporate representatives from across the region and nation participate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

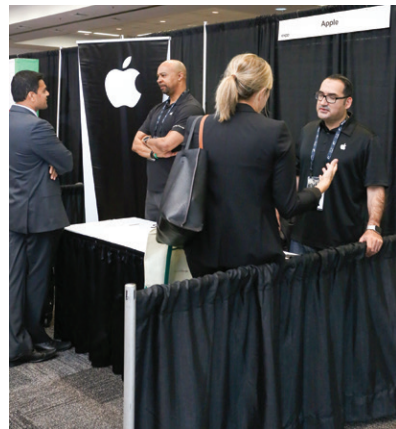
Annual Meeting & Holiday Luncheon

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





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



**FEDERAL RESERVE BANK
OF SAN FRANCISCO**

Printing services made possible through generous support from Federal Reserve Bank of San Francisco

Ecosystem



By actively engaging in this interconnected system, we disseminate inclusion, commerce, communication, culture, and unity within the WRMSDC family and throughout our local communities.



YOU DESERVE TO **SUCCEED.**

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   



Supplier Diversity and Development

Richard Chacon
Director
800-821-5351

Lana Gosnell
Supplier Diversity Manager
925-280-2077

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WRMSDC thanks



for becoming our annual
MBE Education Sponsor to the

**Business Growth
Accelerator Program**

with JFK University.



Focused on Supplier Diversity

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.

1.800.803.8367
roberthalf.com



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PROMOTING VIBRANT DIVERSITY

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.



vspglobal.com

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Testimonials

Past Participants

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
Supplier Diversity
and Development
Union Bank

T rue 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

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.



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

At Zones, Inc. we consider WRMSDC an extension of our business. This is based upon the manner of which they have demonstrated advocacy of Zones and other diverse suppliers to create strategic vision and ideas for business growth regardless of the size of the company. The WRMSDC is always willing to make an introduction for the greater good of both corporate and diverse suppliers. They take the time to know council members and the needs of corporations in order to create valuable relationships. We could not have met some of our long lasting business partners if it was not for the WRMSDC council.



Lizzy Larman
Director
Supplier Diversity
Zones, Inc.

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

Follow Us

Are our notifications in your clutter or junk box?

Are you following us on social media?

Do you want to be in the know?

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

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](#)

Like a recipe, a business needs the right ingredients.

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

SAFEWAY 

**Engage.
Integrate. Transform.**

AT&T Global Supplier Diversity

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 atstsupplierdiversity.com.

Staff Members (from Left to Right)

- Chrissy Thibeaux**
Certification Assistant
- 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

General and Administrative Questions	chantel@wrmsdc.org
Corporate and Annual Supporter	michael@wrmsdc.org
Certification Questions	certification@wrmsdc.org
General Events, and MBE Training or Services Questions	christine@wrmsdc.org

- Agilent Technologies, Inc.
- Apple
- AT&T
- Bank of America
- Brocade
- Caesars Entertainment
- California Water
- CSAA
- Chevron
- Cisco
- The Clorox Company
- Comcast
- Del Monte Foods Company
- Federal Home Loan Bank of SF
- Federal Reserve Bank of SF
- Genentech, Inc.
- Global Experience Specialist, Inc.
- Google
- Hewlett Packard Enterprise
- HP, Inc.
- IBM
- Infinera
- Intel
- John F. Kennedy University
- Kaiser Permanente
- Las Vegas Sands Corporation
- Lockheed Martin
- Martin Harris
- McKesson
- MGM Resorts
- Omniceil, Inc.
- Oracle Corporation
- Pacific Gas and Electric Company
- R&R Partners
- Robert Half
- Ross Stores, Inc.
- Safeway
- SBM
- Siemens
- Southwest Gas
- State Compensation Fund
- Turnitin
- Union Bank
- Veritas Technologies, LLC
- VMWare
- WWT
- Zappos

We look forward to a strong 2017!



Inclusion inspires innovation. To find out how to become an Apple supplier, contact supplierdiversity@apple.com.