WRMSDC

PRIME TIME

THURSDAY, FEBRUARY 20, 2020 • 10 AM – 2:30 PM

FEDERAL RESERVE BANK OF SAN FRANCISCO
101 MARKET ST., SAN FRANCISCO, CA

Digital Guide

Everything you need to know to attend the event

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WRMSDC

FEDERAL RESERVE BANK OF SAN FRANCISCO

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EVENT DETAILS

PRIME TIME 2020 | Thursday, February 20, 2020 | 10:00 am to 2:30 pm
Federal Reserve Bank of San Francisco | 101 Market Street | San Francisco, CA 94105
Attire: Wear your favorite football team's jersey or dress business casual

No cameras permitted! You may video, take photos, and livestream using your phone only *inside* the Janet L. Yellen Conference Center and *inside* the Portland Room.

AGENDA

Time	Activity	Location
10:00 am	Check-in	Lobby
	Networking	Janet L. Yellen Conference Center
10:45 am	Morning General Session*	Janet L. Yellen Conference Center
12:00 pm	Networking Lunch	Janet L. Yellen Conference Center
1:00 pm	Transition to next activities	Guests will move to the Afternoon General Session or to Matchmaking
1:15 pm	Afternoon General Session*	Janet L. Yellen Conference Center
	By-Invitation-Only Matchmaking	Portland Room
2:30 pm	Event Ends	All Areas

* Through rapid-fire education and procurement opportunity talks, Prime Time's General Sessions will equip diverse suppliers with the information they need to succeed. Educational speakers will present material on their area of expertise, such as marketing, finance, technology, growth, and sustainability. Opportunity speakers will discuss procurement opportunities and contracts within their company for the next 18 months, share tips on doing business with their company, and reference any key events they expect to see diverse suppliers attend in 2020.

CHECK-IN & NETWORKING

10:00 am to 10:45 am - Lobby & Janet L. Yellen Conference Center

Check-in will be by Last Name in the lobby. The bank is a secure facility: your registered name must match your government-issued ID; you will go through a metal detector; and you will be escorted by bank staff to and from the venue rooms. Please arrive on time to allow ample time to pass through security.

Networking and refreshments will be available in the Janet L. Yellen Conference Center.

SUPPORTERS

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DGS CALIFORNIA DEPARTMENT OF GENERAL SERVICES

FEDERAL RESERVE BANK OF SAN FRANCISCO

MORNING GENERAL SESSION

10:45 am to 12:00 pm - Janet L. Yellen Conference Center

WELCOME



Cecil Plummer, President, WRMSDC (5 minutes)

Cecil Plummer is the president of the Western Regional Minority Supplier Development Council (WRMSDC). Plummer formerly worked with Robert Half for 17 years and left his most recent position as the Director of CSS Strategic Solutions to join the Council. Plummer has over 13 years of executive leadership experience and possesses a solid background in strategic sourcing, change management, performance and process improvement, Supplier Diversity, strategic planning, and risk management.

HOST SPEECH



Rita Aguilar, Federal Reserve Bank of San Francisco (2 minutes)

Rita Aguilar is the senior vice president of People. In this capacity, Rita has responsibility for the Bank's people policies, programs, and operations. She represents the Bank as the Office of Minority and Women Inclusion Council Chair and as a representative on several Federal Reserve System workgroups. Rita joined the Federal Reserve Bank in 1988, and among other roles, has served as vice president of Inclusion and Diversity, director in Cash Services, and as manager in Human Resources.

HEADLINE SPONSOR SPEECH



Stacie Harwood, T-Mobile speaker (2 minutes)

Stacie Harwood is a 12-year T-Mobile veteran and responsible for managing the day-to-day operations of the Un-carrier's Supplier Diversity team, which oversees organization-wide initiatives concerning diversity and opens doors for minority-owned businesses to thrive with the carrier. In her current role, Stacie utilizes her proven interpersonal skills to speak with organizations about possibilities within T-Mobile while also working with suppliers to help get them certified and primed for success. Her impact spans multiple regions and national markets and can provide significant beneficial opportunities for professional entities across the U.S.

MBE INPUT COMMITTEE CHAIR EMERITUS SPEECH



Norberto Velez, Spotless Maintenance Services (5 minutes)

Norberto Velez began his career in the building service industry over 30 years ago, work loading buildings in New York as a planner for an International firm. Norberto acquired part ownership of Customized Performance, Inc. in 2007, as President. His leadership fostered a massive growth spike for the company, moving it from a mom-and-pop to a flourishing minority owned corporation. In 2019, he sold Customized Performance, acquired a majority interest of Spotless Maintenance Services and became its new President. He recently spearheaded the process for Spotless to become certified as a minority and veteran owned business, and a California Public Utilities Commission certified supplier.

GENERAL SESSION SPEAKERS

Procurement Opportunities & Contracts for the Next 18 Months



Adrienne Brown, Pacific Gas and Electric Company (5 minutes)

Adrienne Brown, Sourcing Portfolio Manager at Pacific Gas and Electric Company, oversees a team of Category Leads that partner closely with PG&E's customer care. She is responsible for leading effective strategic sourcing strategies, category management, compliance, and contract execution for ~$500M in annual spend. She leads a team responsible for driving cost savings, regulatory compliance, safety and risk controls, and inclusion of diverse suppliers. Adrienne has over 30 years of sourcing experience across multiple purchasing categories. She holds a BS Degree in Marketing. During her freetime she enjoys spending quality time with her family, traveling and doing volunteer work.

Data Privacy



Carolyn DeVar, JP Morgan Chase (7 minutes)

Carolyn DeVar is an Executive Director for the J.P. Morgan Chase Commercial Banking Cybersecurity and Technology Controls organization. She has responsibility for security administration, privileged access, end user access, control oversight & governance, access strategy, and data management, privacy & protection controls. The global team located in New York, Chicago, Indianapolis and Bengaluru centralize the roles definition, onboarding and certification for all user access, are focused on automation of Roles Based Access Control, enhancing the Access Management Control environment aligned with Global Identity & Access Management and the Data landscape with Firmwide Data Management.

Procurement Opportunities & Contracts for the Next 18 Months



Kristen Hickey, Twitter (5 minutes)

Kristen Hickey is the Head of Global Supplier Inclusion + Diversity @ Twitter based in San Francisco, CA. She is responsible for developing and delivering the global Supplier Inclusion Strategy. This includes developing processes and programs that drive increased inclusion of diverse suppliers in opportunities at Twitter. Kristen previously worked at Pacific Gas & Electric, Aetna and Levi Strauss.

Top 3 Email Productivity Tools All Businesses Should Use



Naomi Assaraf, cloudHQ (7 minutes)

A successful serial entrepreneur and founder since the age of 17, Naomi is a strategic leader who not only identifies global product-market fit, but creatively pivots in order to maximize both customer acquisition and revenue streams. She grew her latest venture, cloudHQ, from 230,000 users to just over 5 million in a 5-year span, and has a proven track record of similar growth using AI systems.

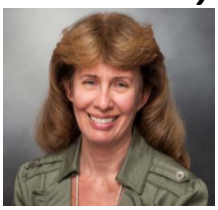
Procurement Opportunities & Contracts for the Next 18 Months



Edwin Draper, Port of Oakland (5 minutes)

Edwin holds an BS in Civil Engineering from California Polytechnic State University, San Luis Obispo and worked in the private sector with a general contractor prior to joining the Port. At the Port, Edwin has managed various dredging, pavement maintenance, and wharf infrastructure retrofit projects through design and construction.

Sustainability as a Business Strategy



Elizabeth Eldridge, Kaiser Permanente (5 minutes)

As the Director of Sustainable Sourcing for Kaiser Permanente's Impact Spending program, Elizabeth is responsible for developing and executing the sourcing sustainability strategy component of Kaiser Permanente's Total Health spend optimization vision. She and her team also deliver contextual business intelligence to multiple levels of both internal and external stakeholders in support of Impact Spending's diversity, sustainability, and economic impact pillars.

Procurement Opportunities & Contracts for the Next 18 Months



Lynn Reddrick, Federal Reserve Bank of San Francisco (5 minutes)

Lynn Reddrick, Supplier Diversity Program Manager at the Federal Reserve Bank of San Francisco, is responsible for developing, implementing, and administering the program in the Twelfth Federal Reserve District. Ms. Reddrick is an advocate for fair inclusion of diverse businesses in the procurement process, which in turn increases the Federal Reserve's involvement in the economic development of these businesses.

Advanced Technology – PG&E Transportation Electrification Overview



Will Quinn, Pacific Gas and Electric Company (7 minutes)

Will Quinn is the Manager of Customer Acquisition and Experience within PG&E's Clean Energy Transportation team. He has been with PG&E for five years in various roles working on Energy Efficiency, Community Renewables, and Electric Vehicle Programs. Most recently, he oversaw the launch of the EV Charge Network program and led the design and deployment of PG&E's EV Savings Calculator (ev.pge.com). Before joining PG&E, Will worked at ICF International, supporting energy efficiency programs for the Sacramento Municipal Utility District. Will holds a BS in Environmental Policy Analysis & Planning from the University of California, Davis.

Procurement Opportunities & Contracts for the Next 18 Months



Lisa Roben, Comcast (5 minutes)

Lisa leads Comcast California's Supplier Diversity Program, which is designed to promote, increase and improve participation of diverse businesses within the procurement process. Lisa and the Comcast team work with incumbent diverse suppliers and provide outreach/technical assistance to prospective diverse suppliers. The main focus includes Comcast California's collaboration with business inclusion of women, minority, service-disabled veteran and LGBTQ enterprise. Lisa enjoys her position and working with procurement to increase the awareness of diverse suppliers and strengthen Comcast's Supplier Diversity Program.

ANNOUNCEMENTS



Cecil Plummer, President, WRMSDC (5 minutes)

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NETWORKING LUNCH

12:00 pm to 1:00 pm - Janet L. Yellen Conference Center

Enjoy lunch while networking with fellow diverse suppliers, primes, Corporate Members, and community partners. Lunch options will include beef, poultry, and vegetarian meals. Please grab the meal you selected when you registered.

If you have a dietary restriction that you declared when you purchased your ticket (eg gluten-free or allergies), we will have a special meal set aside for you on the counter near the beverages.

Special Note: at 1:00 pm, WRMSDC staff will begin escorting participating MBEs and Corporate Members to the Matchmaking Area. Participants will have received their invitations and schedules in advance. Matchmaking is private and by-invitation-only.

Continued on the next page

AFTERNOON ACTIVITIES

2 Concurrent Activities from 1:15 pm to 2:30 pm

Afternoon General Session
Janet L. Yellen Conference Center
See below for speaker lineup

By-Invitation-Only Matchmaking
Portland Room
WRMSDC & Bank Staff will escort participating MBEs and buyers upstairs, starting at 1:00 pm
All invited participants will have received the Matchmaking schedule in advance

Concurrent Activity #1 of 2

AFTERNOON GENERAL SESSION

1:15 pm to 2:30 pm - Janet L. Yellen Conference Center

INTRODUCTIONS



Cecil Plummer, President, WRMSDC (5 minutes)
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GENERAL SESSION SPEAKERS

Procurement Opportunities & Contracts for the Next 18 Months



Beverly Johnson, EBMUD (5 minutes)
For over 32 years, Beverly has managed East Bay Municipal Utility District's Contract Equity (CE) Program, an effective and non-discriminatory contracting and Small Business Enterprise (SBE) Program, which provides an added value to available diverse businesses. She has assisted minority, women, and small contractors in identifying contracting opportunities, preparing bids, obtaining bonding, complying with labor compliance requirements, obtaining progress payments, and completing certification forms in an effort to improve the local community economically. Beverly is certified as an Executive Certified Master Compliance Administrator by the American Contract Compliance Association.

How to Leverage Partnerships to Achieve Success



Rolawe Bakare, Zones (5 minutes)
Rolawe is a technology professional with over 15 years of experience, specifically in datacenter design, enterprise architecture and Managed Services. He currently manages the Western Solution Architecture team for Zones Inc, a managed and professional services partner. He has domain expertise in Healthcare and Utilities, working for the last 10 years with customers in Western Canada and USA. He is passionate about cultural inclusivity of thought on both sides of the negotiation table, and is proud to lead a diverse team of technical experts.

MBE Assessment Deep Dive with Q&A – Checklist and Supplier Diversity Baseline



Cecil Plummer, President, WRMSDC (15 minutes)

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Lizzy Larman, Bridgewater Consulting Group

As part of her role as Alliance Partner, Ms. Larman supports the goal of having a positive impact on the development of minority and women-owned businesses. She has experience leading several organization's supplier diversity programs, participating in industry discussions as a subject matter expert, and serving on national committees. She possesses the Certified Professional in Supply Management (CPSM) and Certified Professional in Supplier Diversity (CPSD) from the Institute for Supply Management, solidifying her as a knowledgeable resource, key leader and influencer within the supplier diversity industry.

Procurement Opportunities & Contracts for the Next 18 Months



Catrina Blair, California High-Speed Rail (5 minutes)

Catrina Blair is the Small Business Advocate for the California High-Speed Rail Authority. She manages the Small Business and Title VI Program and is responsible for ensuring that small businesses participate in building the nation's largest infrastructure project. Catrina works with her team to maximize business opportunities for small businesses statewide by providing outreach and education. She enjoys connecting small businesses to resources necessary to perform successfully on the High-Speed Rail project. Catrina holds an MBA with a concentration in Project Management. She has worked for the State of California's small business community for 19 of her 20 years.

Using Receivable Finance to Grow your Business



Andrew Krone, Marble Bridge (5 minutes)

Andrew Krone has over three decades of experience in the fields of finance; national and international sales management; product distribution; marketing; purchasing; manufacturing; and consulting. Andrew is a recognized leader in independent-business finance and has been a United States Small Business Administration Mentor and Loan Committee Member of Northern California Small Business Financial Development Corporation for the State of California. Andrew is a highly-regarded speaker at workshops and conferences for various Federal, State, and City governments (SBA/SBDC), including the California Economic Summit hosted by the Governor of California.

Procurement Opportunities & Contracts for the Next 18 Months



Frantz Tiffeau, Nationwide Insurance (5 minutes)

In his role as Director, Supplier Diversity and Development for Nationwide, Frantz is responsible for the integration of diverse suppliers into Nationwide's supply chain. Manages the external relationships with organizations that support diverse supplier community and the development of procurement professionals. Responsible for creating and implementing the strategy aligning the diverse supplier community with Nationwide business goals. Nationwide has spent more than $1.4 billion with diverse suppliers since 2013. It has also introduced an Economic Impact Study which highlighted $604 million in GDP impact and support for more than 4200 jobs from Nationwide's spend with diverse suppliers.

Continued on the next page

Getting Business from Corporations – click here for the X Factor Exercise



Imelda Alejandrino, AP42 (7 minutes)

Imelda brings with her over 25 years of producing result-driven and award-winning work as both a creative director and strategist. As the founder and chief evangelist behind AP42, she has led the charge by forming a top-quality team driven by a successful combination of creative quality, strategic focus and client services. It's a business model that has enabled her to maintain successful relations with a veritable Who's Who of leading brands: Pacific Gas & Electric, Accenture, Suntrust Bank, California Delta Conveyance Authority NetApp, Chevron, and Silicon Valley Bank to name a few. She has an affinity for nonprofit organizations and has helped numerous nonprofits with marketing, which has impacted their community positively.

Procurement Opportunities & Contracts for the Next 18 Months



Jermaine Carter Gibson, State of California » Department of General Services (5 minutes)

Jermaine Carter-Gibson serves as a Business Outreach Liaison for the California Department of General Services, Office of Small Business and Disabled Veteran Business Enterprise Services. In this role, Jermaine educates small and disabled veteran businesses on the state's certification and procurement processes to ensure they understand and are able to successfully bid on state contracting opportunities. In addition, he assists state department buyers and advocates with finding small and disabled veteran businesses to meet their procurement needs.

CLOSING



Cecil Plummer, President, WRMSDC (5 minutes)

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Concurrent Activity #2 of 2

PRIVATE MATCHMAKING

1:15 pm to 2:30 pm - Portland Room

Participation is by invitation only

Only Corporate Interviewers and Invited Suppliers may enter the Portland Room

Invited Suppliers: if it's not time for your appointment, you can either attend the Afternoon General Session in the Janet L. Yellen Conference Center to hear about upcoming Corporate procurement opportunities and education or wait in the Portland Room (there will be a designated Waiting Area)

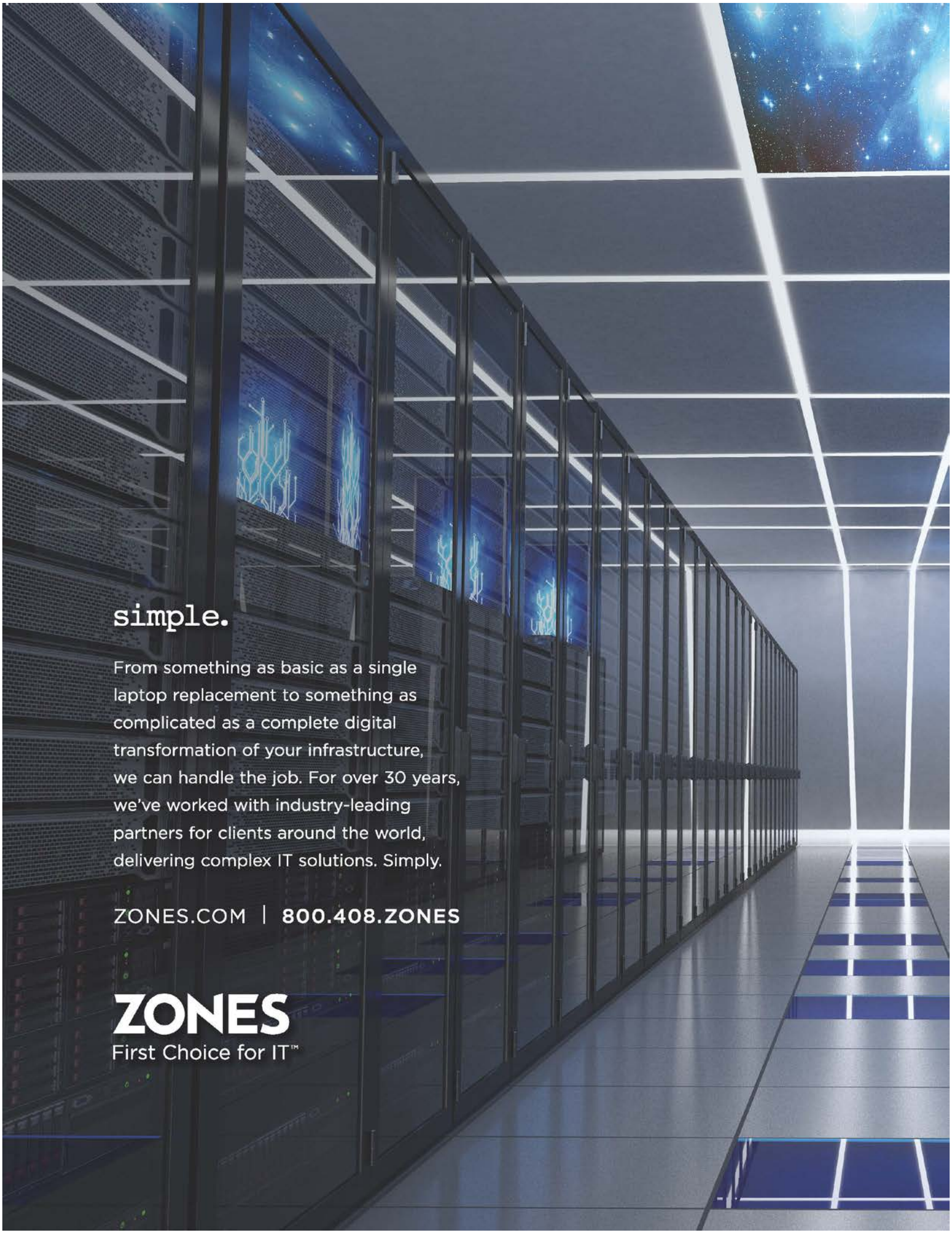
Corporate Interviewers include:

Comcast | CSAA | Caesars Entertainment | Department of General Services | EBMUD | Federal Reserve Bank of San Francisco | General Services Administration | Kaiser Permanente | Pacific Gas and Electric Company | Robert Half | San Jose Water | T-Mobile | MUFG Union Bank, N.A.

PREMIER MEMBERS & MBE PLATINUM PARTNERS



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Please visit www.wrmsdc.org for information on WRMSDC.


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