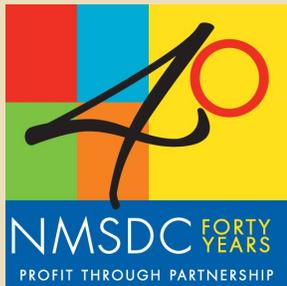


Minority Supplier News

Certify ♦ Develop ♦ Connect ♦ Advocate

A Publication of the National Minority Supplier Development Council, Inc.®

JUNE 2012



www.nmsdc.org

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ONLINE REGISTRATION OPENS FOR 2012 NMSDC ANNUAL CONFERENCE IN DENVER

Online registration for the 2012 NMSDC Conference and Business Opportunity Fair is open. Prospective attendees can register online at www.nmsdconline.com for the event to be held October 28-31 at Denver's Colorado Convention Center. Online registration ends on Friday, October 5. Thereafter, the next available opportunity to register for the conference will be on site on Saturday, October 27.

"We are excited about bringing this year's conference to Denver as we continue to celebrate our 40th anniversary," said NMSDC President Joset B. Wright. "We have received enthusiastic support from the Rocky Mountain Minority Supplier Development Council and the local host committee, and we are looking forward to a terrific four-day event."

The conference will include the one-day Business Oppor-

tunity Fair on Monday, as well as a breakfast and luncheon with a featured speaker. Tuesday and Wednesday begin with a networking continental breakfast, followed by plenary sessions, 10 workshops each day and luncheons with featured speakers. The event culminates Wednesday evening with a black-tie Awards Banquet. Click [here](#) to download the Conference Registration Brochure.

2012 - 2016 NMSDC Strategic Plan



Advancing Sustainable Minority Businesses for a Global Supply Chain

A Growth Strategy

NMSDC kicked off Phase II of the Implementation Plan for its strategic plan on June 12, with a meeting of the six new implementation committees in New York. NMSDC President Joset Wright briefed the attendees on their role as members of the implementation team, and Jethro Joseph, project management officer for the strategic plan, presented the recommendations compiled by the six working committees and the timeframe in which the implementation committees would prioritize those recommendations and determine the

cost of and timeframe for implementation.

Each implementation committee is reviewing the recommendations drafted by the working committees and presented to the NMSDC Board of Directors at its May meeting. The recommendations are as follows:

Board Engagement Strategy

- Establish an Audit Committee with the responsibility of selecting an auditor and subsequently reviewing the auditor's report

- Establish a Finance Commit-

tee with the responsibility to recommend annual budgets and monitor financial results

- Establish a Board Development Committee with the responsibility to monitor the performance of the Board of Directors

- Strengthen the responsibilities of the Nominating and Membership Committees

Business Process Standardization

- Utilize business process maps for the alignment and adoption of key processes across the national network

NMSDC Corporate Membership Grows in 2012

The National Minority Supplier Development Council welcomed nine new national corporate members during the second quarter of 2012, bringing the total number of new members to 26. They are:

Applied Communication Sciences (Piscataway, New Jersey) specializes in cyber security, wireless and mobile applications, advanced software methodologies and information analytics. Annual sales are \$70 million.

Avendra LLC (Rockville, Maryland) provides procurement and supply chain management services to corporate customers, mainly in the hospital industry. Annual sales are under \$1 billion.

BASF Corporation (Florham Park, New Jersey) the North American subsidiary of the world's largest chemicals company, BASF SE (Germany), operates five core segments: chemicals (inorganics, petrochemicals and intermediate products); plastics (engineering plastics, foams and polyurethanes); performance products (acrylics, paper

chemicals, personal care products and pharmaceutical ingredients); functional solutions (catalysts, industrial coatings and construction chemicals); and agricultural chemicals (herbicides, insecticides). Annual sales are \$19.9 billion.

Baker Hughes (Houston, Texas) provides reservoir consulting, drilling, formation evaluation, completion and production products and services to the worldwide oil and gas industry. Annual sales are \$14 billion.

The Bank of New York Mellon Corporation (New York, New York) is one of the largest securities servicing companies in the world and a leader in asset management, corporate trust and treasury services. Annual sales are \$15.3 billion.

Convergys Corporation (Cincinnati, Ohio)'s call center agents handle customer service interactions such as account service, billing inquiries and technical support. It has nearly 70 customer contact centers and other operations in the U.S., Canada, Latin America, Europe, India and the Philippines. Annual sales are \$2.26 billion.

DDB USA (New York, New York), one of the world's top creative ad agencies, offers brand building and consulting, campaign planning and management, and effectiveness measurement services in addition to creative ad development. DDB is a subsidiary of Omnicom Group. Annual sales are under \$1 billion.

DIRECTV, Inc. (El Segundo, California) is the world's leading provider of digital television entertainment services. With subsidiaries in the U.S., Brazil, Mexico and Latin America, DIRECTV provides digital television service to 19.76 million customers in the United States and 11.1 million customers in Latin America. Annual sales are \$24 billion.

C.H. Robinson Worldwide, Inc. (Eden Prairie, Minnesota) is one of the world's largest third-party logistics (3PL) providers. It provides access to over 53,000 transportation providers worldwide, including contract motor carriers, railroads, air freight carriers and ocean carriers. Annual sales are \$10.3 billion.

Continued from page 1

- Complete detailed descriptions for business processes using process mapping
- Meet with dependency groups to coordinate and implement process mapping in an effort to improve organization effectiveness
- Continue refining business processes
- Create, improve, and deploy business process mapping across the national network

Network Governance

- Revise the Standards of Affiliation
- Draft a process for determining the most effective/efficient size and operating model for the NMSDC network
- Draft organizational guidelines for marketing/promotional standards, train-

ing and communication

- Work with the Performance Management committee on measuring the effectiveness of Regional Councils

Performance Management

- Create a Balanced Scorecard which includes the following perspective:
 - *Customer*
 - Serve Corporate Members
 - Enable Growth of MBEs
 - Develop MBEs
 - *Internal*
 - Enhance the NMSDC National Network
 - *Learning and Growth*
 - Promote Excellence in Minority Business Development
 - *Financial*
 - Enhance the NMSDC National Network

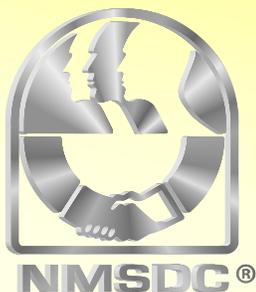
Targeted Services and Expanded Of-

ferings

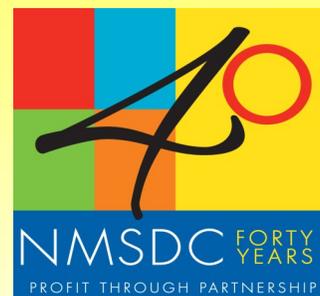
- Provide a supplier database that is user-friendly
- Offer contracted supplier diversity services to member companies to facilitate the process of matching MBEs to corporate purchasing opportunities
- Implement consistent processes across the national network
- Set up an all-inclusive online environment to enable the management of learning activities
- Establish ongoing Customer Relationship Management capability
- Review the operations and the product offerings of the Business Consortium Fund to develop scope and scale

Technology Modernization

- Create a Technology Governance



Fun Facts for our 40th Anniversary



Although NMSDC was chartered by a group of corporations dedicated to minority supplier development, the federal government played an integral role in passing legislation to ensure Asian, Black, Hispanic and Native American business owners had an equal opportunity to compete for corporate and federal contracts.

Parren Mitchell, Maryland's first Black congressman, was one of the most vocal supporters of such legislation. In 1976, President Jimmy Carter introduced a \$4 billion Public Works Bill. Congressman Mitchell attached an amendment to the bill that compelled state, county and municipal governments seeking federal grants to set aside 10 percent of the money to retain minority firms as contractors, subcontractors; \$625 million (15%) going to legitimate minority firms.

He also introduced the legislation that became Public Law 95-507 that same year. The law requires proposals from contractors to spell out their goals for awarding contracts to minority subcontractors. This law potentially provides



Pictured, left to right: Congressman Parren Mitchell, Sidney Freidberg, Thomas Ahart and an unidentified man at the 1976 Annual Meeting of the National Minority Purchasing Council (NMPC) — the former name of the National Minority Supplier Development Council.

access to billions of dollars for minority businesses. His amendment to the \$71 billion Surface Transportation Assistance Act of 1982, required a 10 percent set-aside for disadvantaged businesses.

In 1980, he founded The Minority Business Enterprise Legal Defense and Education Fund, Inc. ("MBELDEF") and served as its chairman. Congressman Mitchell died in 2007.

Continued from page 2

Board

- Replace MBISYS
- Enhance Affiliate Portal
- Redesign NMSDC Website
- Shared Infrastructure
 - Wide Area Network (WAN)
 - Local Area Network (LAN)
 - File and Database Servers
 - Cloud Computing Apps
 - Data Centers
 - Desktops/Laptops/Printers
 - Smart Mobile Devices
 - Voice/Data/Video

NMSDC TO LEAD BUSINESS MISSION TO THE UNITED KINGDOM

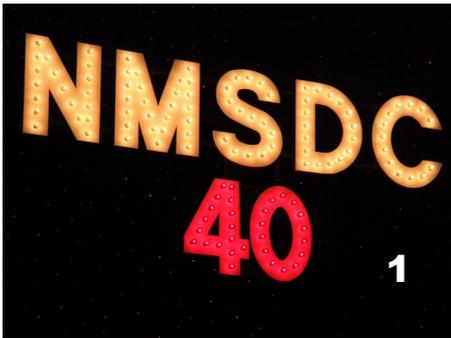
The NMSDC International Program — Global Link — will host a business matchmaking mission to the United Kingdom October 6-13, with visits to Birmingham, Leicester and London. As part of the mission, delegates will also attend MSDUK's 2012 Conference, Business Opportunity Fair and Awards Dinner.

MSDUK[®] GlaxoSmithKline and Pfizer

er have signed on as sponsors for the mission. Additional sponsorship opportunities for the mission and events are still available. Contact Eric Vicioso, director of the international program, via email at eric.vicioso@nmsdc.org for more information.

NMSDC HONORS CORPORATE—MBE SUCCESS STORIES

NMSDC celebrated its 40th anniversary and recognized 28 corporate member—MBE success stories (photos, page 5) at its Minority Business Leadership Awards Dinner-Dance on May 23 in New York City. Pictured below are: 1) NMSDC turns 40; 2) Honorary event chairman Mark Bertolini of Aetna; 3) teen guitarist Solomon Hicks; 4) the team from Quality Packaging Specialists International; 5) cake; 6) NMSDC President Joset Wright (center) at the Harley-Davidson table; 7) Soloist John Dokes; 8) dessert; 9) George Gee and his orchestra; 10) New York United Lion and Dragon Dance Troupe; 11) Swing dancers Heidi Rosenau and Joe McGlynn; and 12) Socorro Vallejo of the Business Consortium Fund. Read honoree success stories on the following pages.



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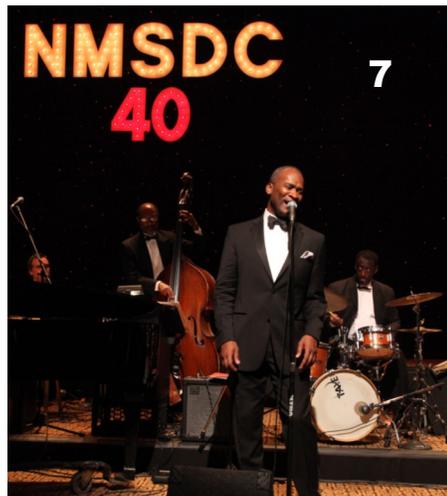
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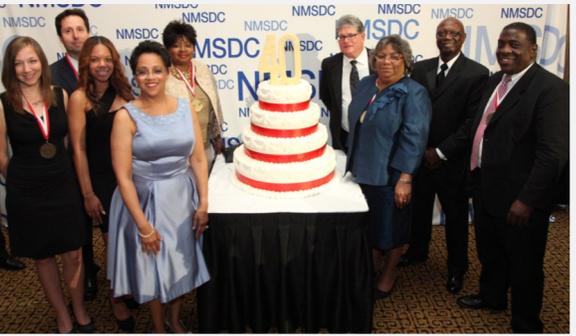
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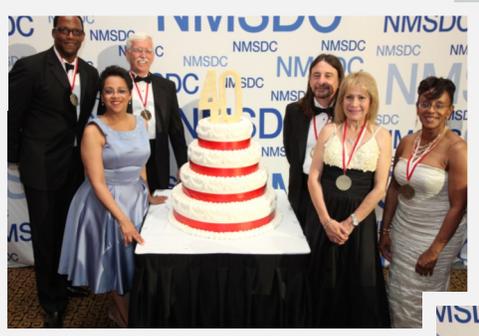


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NATIONAL MINORITY SUPPLIER DEVELOPMENT COUNCIL

MINORITY BUSINESS LEADERSHIP AWARDS DINNER



2012 NMSDC CORPORATE—MBE SUCCESS STORIES

NMSDC proudly honored 28 successful corporate—MBE partnerships at its Minority Business Leadership Awards Dinner-Dance in May. Below is a snapshot of these long-standing relationships. Click [here](#) to read the full story on each successful partnership.

AT&T and Group O

First contract: 1999

Product/Service provided: Management of consumer wireline rewards program



Alcatel-Lucent and Telcobuy.com

First contract: 2000

Product/Service provided: Value-added reseller

Value of contracts in 2011: \$417 million



Allstate and FXI V-Mark

First contract: 1979

Product/Service provided: Printing, plastic card production, embossing, personalization of mailings

Value of contracts in 2011: \$12 million



Bank of America and MarkMaster, Inc.

First contract: 1976

Product/Service provided: Rubber stamps, name badges, signs and banners



Cardinal Health and Kerma Medical Products

First contract: 2001

Product/Service provided: Medical/surgical items, including burn dressing pads, fetal monitor belts, blood press cuffs and disposable face shields

Chrysler Group LLC and Flex-N-Gate Corporation

First contract: 1978

Product/Service provided: Bumpers, plastic molding and plating



Coca-Cola and Ongweoweh Corporation

First contract: 1997

Product/Service provided: Shipping pallets and distribution/warehousing services



Eaton Corporation and National Material LP

First contract: Early 1990s

Product/Service provided: Electrical steel

Exxon Mobil Corporation and Pala Interstate

First contract: 1978

Product/Service provided: Piping installation, civil construction, structural steel erection, tank maintenance



Ford Motor Company and Systrand Manufacturing

First contract: 1989

Product/Service provided: Transmission extension housings and machined parts for Ford's hybrid vehicles

General Motors Company and The Ideal Group

First contract: 1991

Product/Service provided: General contracting, indirect material and services



IBM and SHI International

First contract: 1989

Product/Service provided: Value-added reseller of software, hardware and related services



JPMorgan Chase and Colabera

First contract: 2001
Product/Service provided: Global IT services



Johnson Controls and Manufacturers Industrial Group

First contract: 1998
Product/Service provided: Automated resistance welding, manual seat adjusters, metal stampings, fine blankings and light assemblies

Value of contracts in 2011: More than \$200 million

Kaiser Foundation Health Plan and MedImpact Healthcare System

First contract: 1999
Product/Service provided: Pharmacy Benefits Manager



Kraft Foods and Adhesive Systems, Inc.

First contract: 1995
Product/Service provided: Adhesives for packaging
Value of contracts in 2011: More than \$30 million

MGM Resorts International and THOR Construction, Inc.

First contract: 2002
Product/Service provided: Remodeling, demolition, renovation/restoration



Merck & Co. and Agile-1

First contract: 2006
Product/Service provided: Temporary staffing



Pacific Gas & Electric Company and S&S Tool and Supply, Inc.

First contract: 1983
Product/Service provided: Industrial and safety products



PepsiCo, Inc. and PetroCard, Inc.

First contract: 2002
Product/Service provided: Automated, unattended fueling sites, mobile fueling, delivery to bulk tanks



The Procter & Gamble Company and Quality Packaging Specialists International

First contract: 1993
Product/Service provided: Product packaging

Scientific Games International, Inc. and Perfect Image

First contract: 2002
Product/Service provided: Point-of-sale materials, lottery marketing collateral, instant ticket vending machine inserts



Sempra Energy and A.M. Ortega Construction, Inc.

First contract: 2000
Product/Service provided: Construction and repair of underground natural gas

Shell Oil Company and Brewster Procurement Group, Inc.

First contract: 2001
Product/Service provided: Consolidation of non-contract spend for refineries, chemical facilities and supply and distribution sites.

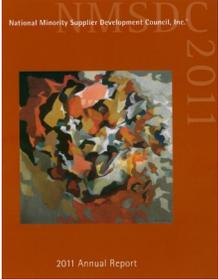


Toyota Motor Engineering and Manufacturing N.A. and Superior Maintenance Company

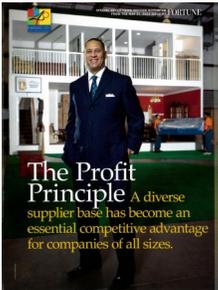
First contract: 1993
Product/Service provided: Janitorial services, ground maintenance, preventative equipment maintenance, pest control, snow and ice removal, security, fire and water restoration services and sub-assembly work

NMSDC ADDS PUBLICATIONS, INDUSTRY WHITE PAPERS TO WEB SITE

NMSDC has posted several publications to its Web site that will benefit its corporate members, and showcase their work and the work of its certified MBEs. Visit www.nmsdc.org to read:



2011 NMSDC Annual Report — Provides a recap of the council's programs and activities in 2011, and highlights the work of our corporate members and certified Asian, Black, Hispanic and Native American suppliers. You can view the report online and request a copy.



2012 NMSDC/Fortune Advertorial — MBEs are featured in *Fortune* magazine's special section on minority supplier development that appears in its annual *Fortune* 500 issue. Orlando Lynch, chief executive officer of Atlanta Peach Movers, and Eva Wang, chief executive officer of VXI Global Solutions, were featured in the issue. A separate reprint is available online.

Industry Group White Papers — NMSDC's Consumer Products, Healthcare, Professional Services and Telecommunications Industry Groups prepared briefing papers outlining trends and opportunities, business challenges and what suppliers need to know about each industry. The papers are located in the MBISYS Data Gallery, and accessible to corporate members and Regional Council presidents with a current password.

CORPORATE—MBE SUCCESS STORIES

Continued from page 7

United Parcel Service and Avion Systems, Inc.

First contract: 2001

Product/Service provided: Design and develop advanced data analytics, data warehousing and data mart design, project management, database analysis and systems analysis



United Technology Corporation and The Bernd Group

First contract: 1992

Product/Service provided: Value-added services, including sourcing and procurement, supplier management, post-award contract administration, kitting and bar coding, special packaging and consolidated billing

Verizon Communications and AdAsia Communications Inc.

First contract: 1998

Product/Service provided: Marketing and communications targeting the Asian consumer market



2012 NMSDC
CONFERENCE
AND BUSINESS
OPPORTUNITY FAIR

Minority Businesses and Corporate America:
Advancing Minority Suppliers
In The Global Supply Chain

October 28 - 31, 2012
Colorado Convention Center
Denver, Colorado

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