



Northwest  
Mountain  
Minority Supplier  
Development Council

# 2017 Year-End Meeting

#NWMTN2017



**Northwest  
Mountain**  
Minority Supplier  
Development Council

# 2017 Annual Review

Washington

December 6, 2017

Oregon

December 7, 2017

Webcast

December 8, 2017

SPONSORED BY



# PRESENTATION

- Welcome & Thank you
- Leadership
- Annual Sponsors
- Corporate/Public Agency Members
- Minority Business Enterprises
- The Council – Northwest Mountain MSDC
- Learning & Development
- 2018 Theme
- 2018 Calendar Dates

# WELCOME & THANK YOU



Gary Sheneman

Sr. Director

Cloud & Enterprise Applications & Services

Microsoft Corporation

Board Chairperson

# WELCOME & THANK YOU



Diane Lin

Director

Global Sourcing & Supplier Relations –  
Supplier Development, Global Logistics  
& Indirect Services

Starbucks Corporation

Board Vice Chairperson

# WELCOME & THANK YOU



Shahzad Q. Qadri

Partner

Wong Fleming, P.C.

MBEIC Chairperson

# LEADERSHIP

## Board of Directors

### **Gary Sheneman**

Board Chairperson  
Microsoft Corporation

### **Shahzad Q. Qadri**

MBEIC Chairperson  
Wong, Fleming, P.C.

### **Sharon S. Lucas**

Board Secretary  
The Boeing Company

### **Chi Pak**

Manager, Supplier Diversity Procurement  
T-Mobile, U.S.A., Inc.

### **Diane Lin**

Board Vice Chairperson  
Starbucks Corporation

### **Carl Gipson**

Board Treasurer  
AT&T, Inc.

### **Dicran Arnold**

Director, Diversity Business Development  
World Wide Technology, Inc.

# MBEIC LEADERSHIP

*(Minority Business Enterprise Input Committee)*

## **Shahzad Q. Qadri**

MBEIC Chairperson  
Wong, Fleming, P.C.

## **Pedro Castro**

Principal  
Magellan Architects

## **Lizzy Larman**

Director, Supplier Diversity  
Western Region  
Zones, Inc.

## **Dicran Arnold**

MBEIC Vice Chairperson  
World Wide Technology, Inc.

## **Nelson Reyneri**

Vice President, Sales & External  
Affairs  
Liberty Power, Inc.

## **Darryl L. Russell**

President  
The Russell Group, LLC

## **Duane Mack**

Managing Director  
Inabia Solutions & Consulting

## **Curtis Thornhill**

President  
Apt Marketing Solutions

## **RC Sunkara**

Founder & CEO  
Mavensoft Technologies, LLC.

# ANNUAL SPONSORS

## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS

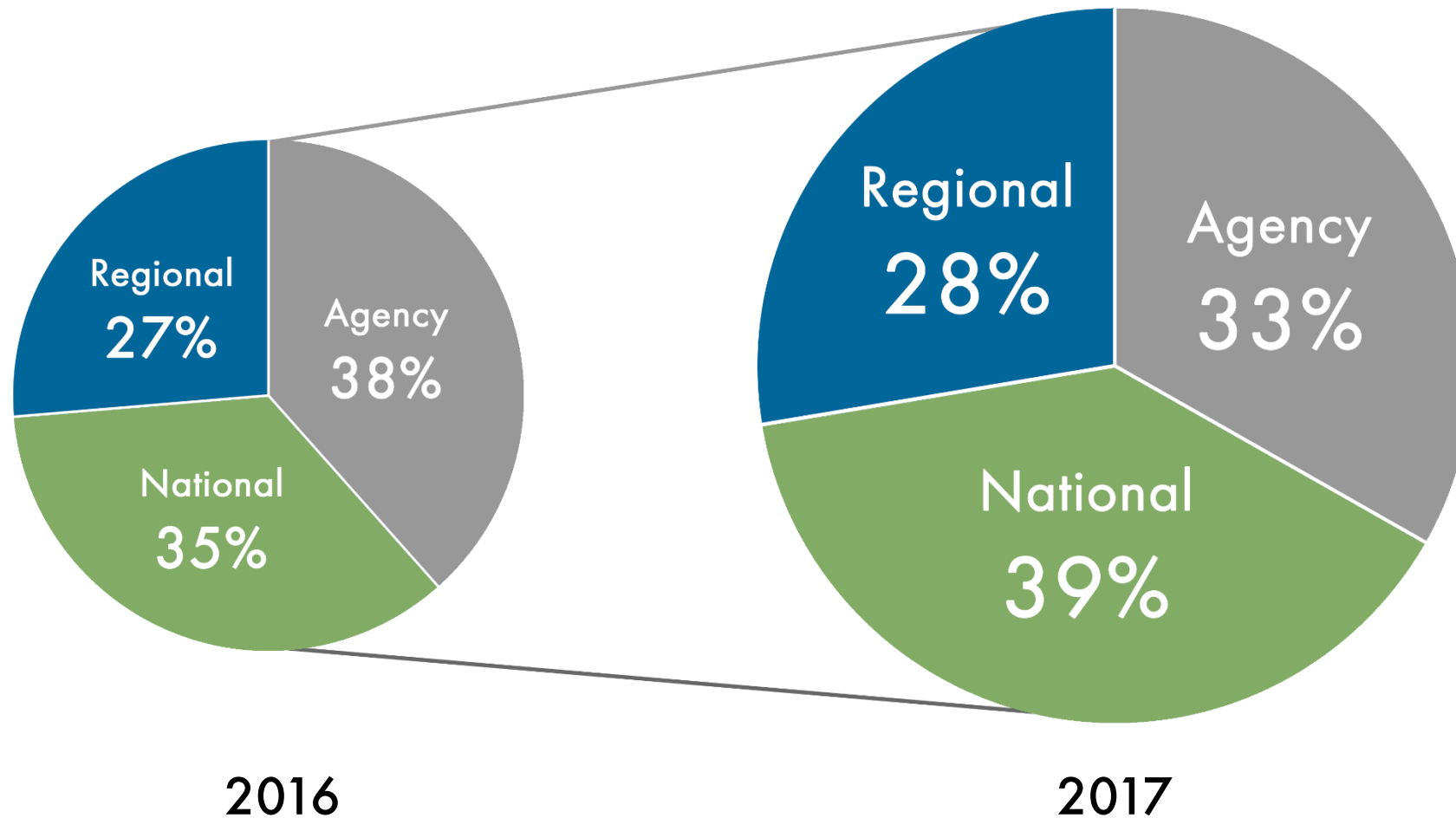


# CORPORATE/PUBLIC AGENCY MEMBERS



# NORTHWEST MOUNTAIN MSDC MEMBERS

*(Corporations and Public Agencies with Supplier Diversity Programs)*



# COUNCIL MAJOR EVENTS



# NORTHWEST MOUNTAIN MSDC MEMBERS

*(Corporations and Public Agencies with Supplier Diversity Programs)*

Amazon  
AT&T, Inc.  
Branch, Richards, & Co., PS.  
Cambia Health  
City of Portland  
City of Seattle Public Utilities  
Costco Wholesale  
Enterprise Holdings  
Howard S. Wright  
Intel Corporation  
King County Business Development  
Microsoft Corporation  
MUFG Union Bank, N.A.  
Multnomah County  
Nike, Inc.  
Nordstrom, Inc.  
Northwest Natural Gas Company  
Office of Minority & Women's Business Enterprises  
Oki Golf

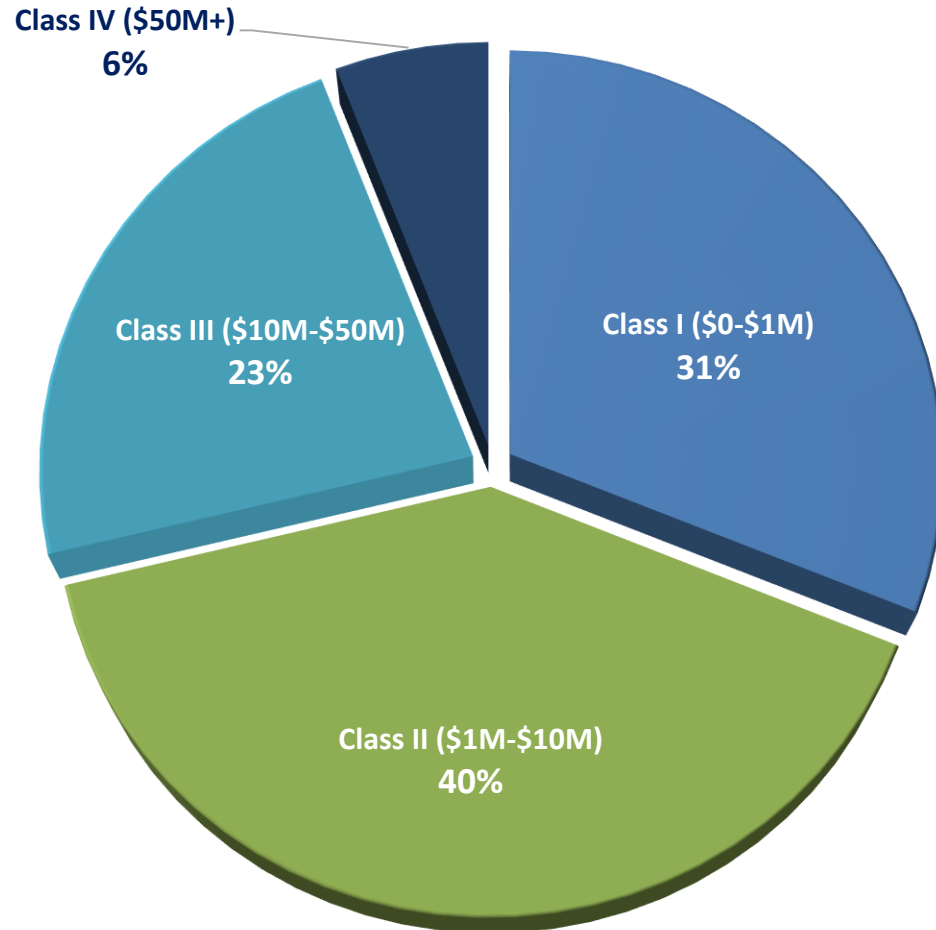
Oregon Department of Transportation  
Oregon State University  
Port of Seattle  
Port of Tacoma  
Seattle City Light  
Seattle Latino Metropolitan Chamber of Commerce  
Seattle Metropolitan Chamber of Commerce  
Snohomish County  
Sound Transit Diversity Programs  
Starbucks Corporation  
State of WA Department of Transportation  
Standard Insurance  
Teleperformance  
The Boeing Company  
T-Mobile USA, Inc.  
United Rentals, Inc.  
University of Washington  
Washington State University  
Wells Fargo Corporate Supplier Diversity

# MINORITY BUSINESS ENTERPRISES (MBES)

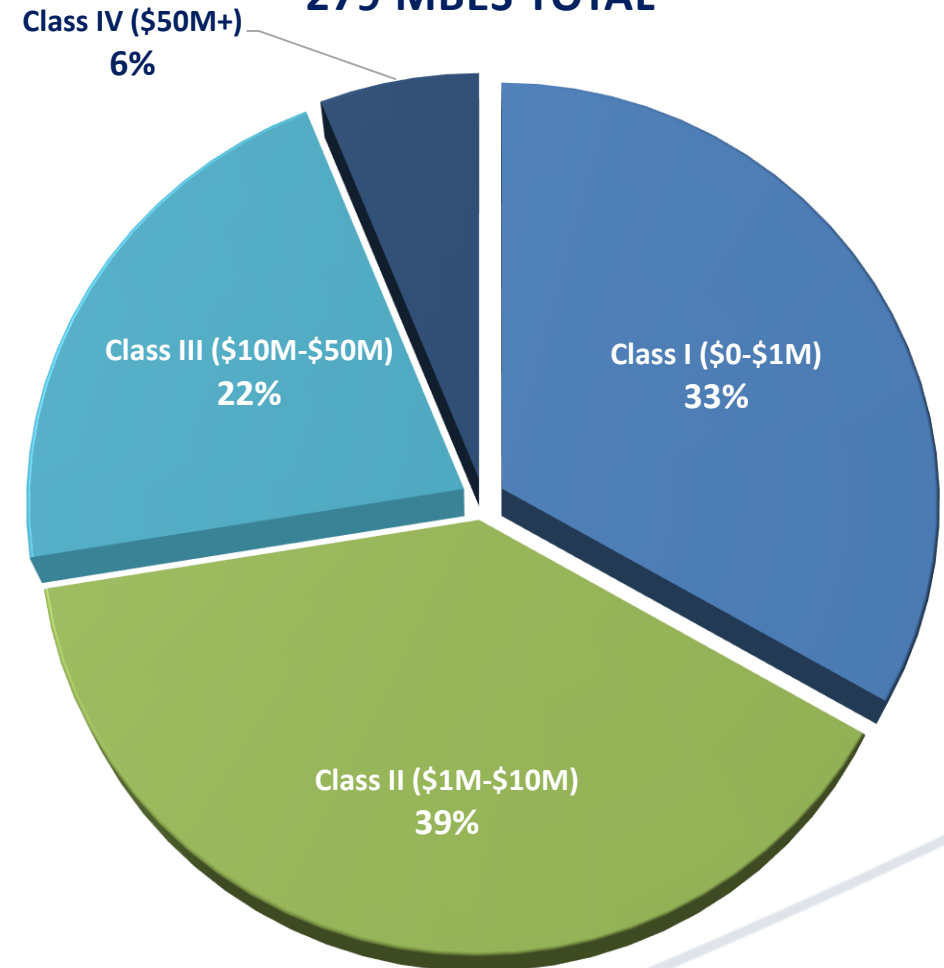


# NORTHWEST MOUNTAIN MSDC MBES

**2016 MBES BY CLASSIFICATION TYPE**  
**254 MBES TOTAL**

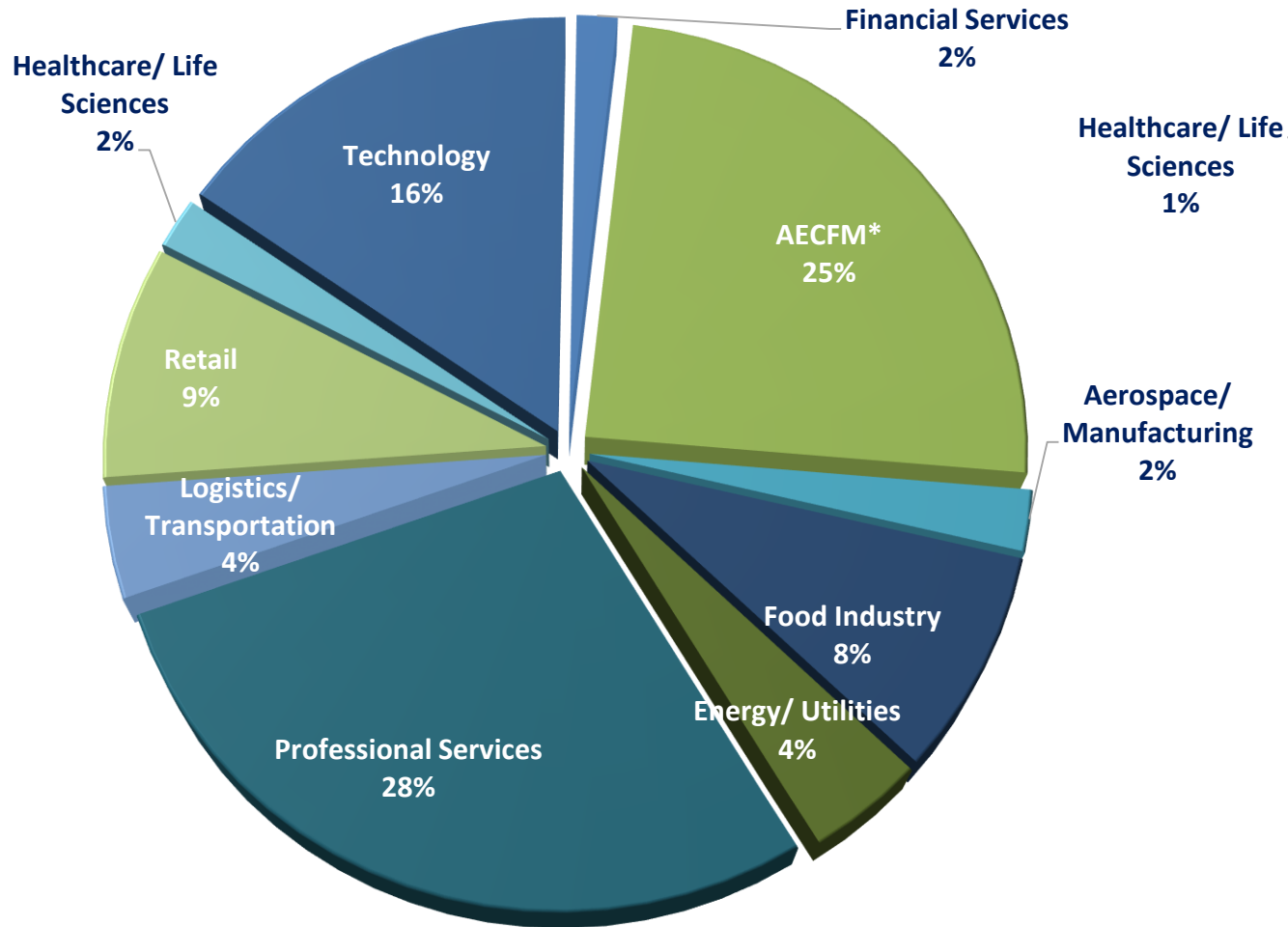


**2017 MBES BY CLASSIFICATION TYPE**  
**279 MBES TOTAL**

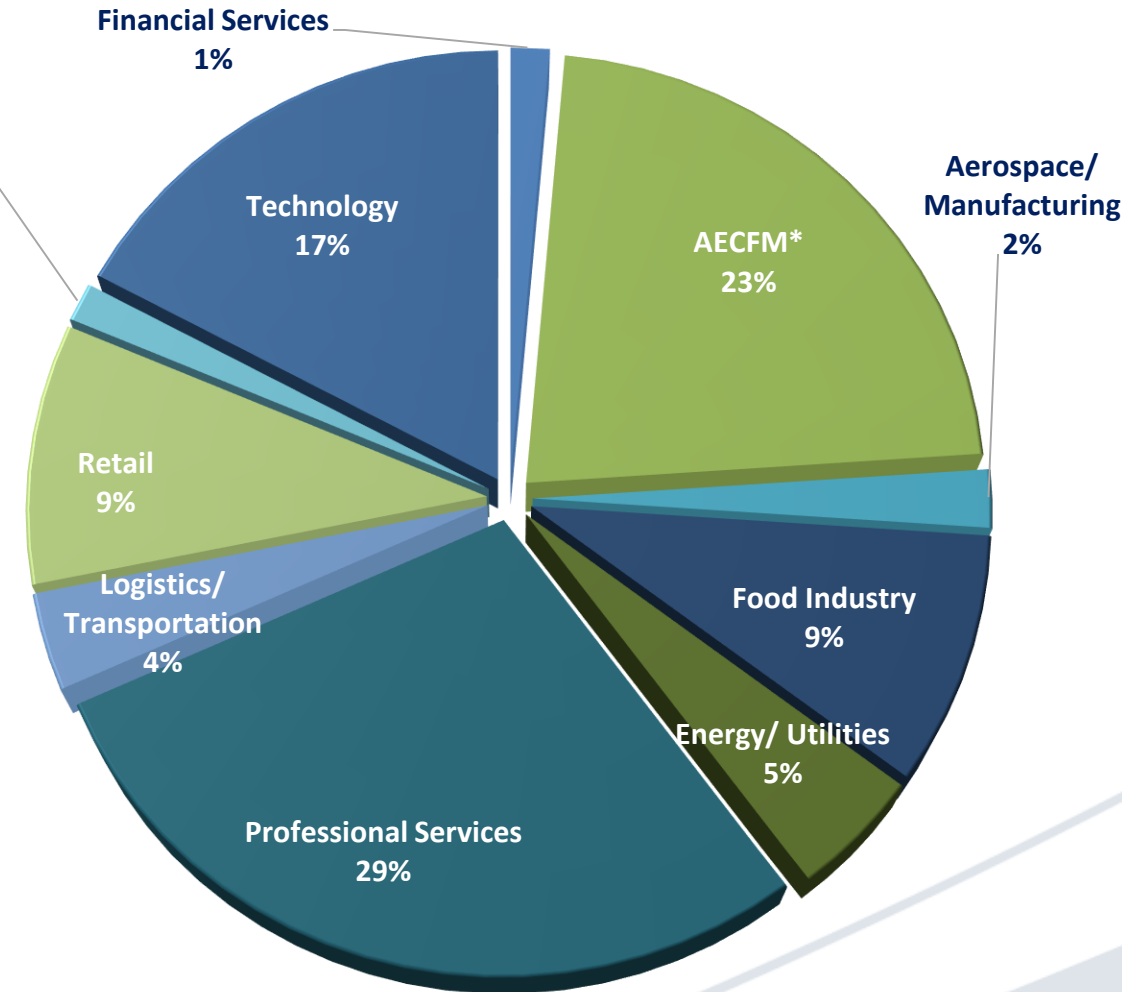


# NORTHWEST MOUNTAIN MSDC MBES

## 2016 MBE INDUSTRY BREAKDOWN



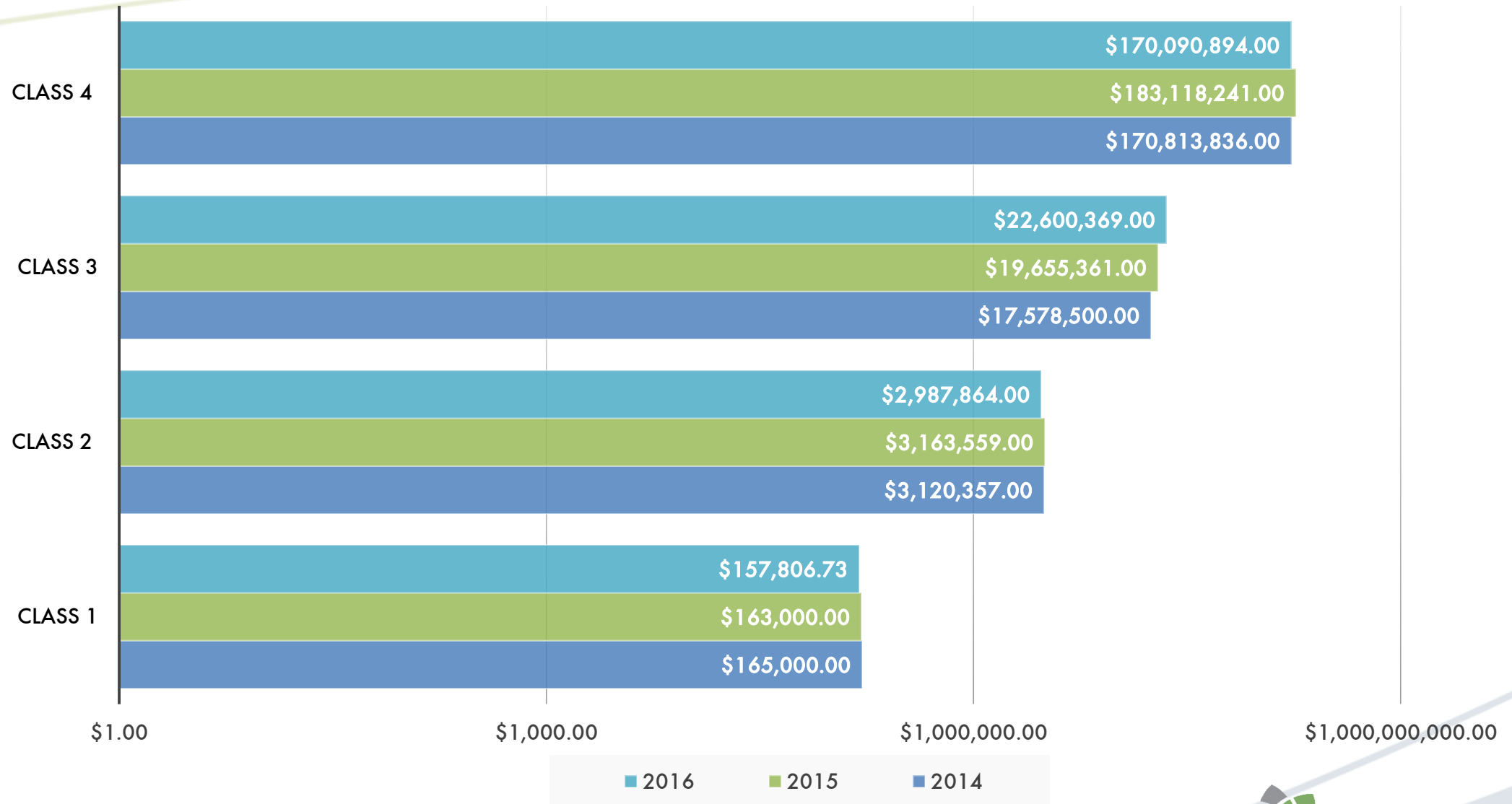
## 2017 MBE INDUSTRY BREAKDOWN



\*Architecture/ Engineering/ Construction/ Facilities/ Maintenance

# NORTHWEST MOUNTAIN MSDC MBES

## MBE Median Revenue by Classification Size



# THE COUNCIL – NORTHWEST MOUNTAIN MSDC



# 2017 FINANCIAL PERFORMANCE YTD

2017 YEAR-TO-DATE	
Income	% of Budget Achieved
Dues (Local & National)	74.15%
MBE Dues	101.45%
General & Event	95.86%
<b>Total Income</b>	<b>88.68%</b>
Expenses	% of Budget Achieved
Direct Expenses	92.60%
G & A Expenses	87.09%
Fundraising Expenses	95.77%
<b>Total Expenses</b>	<b>86.28%</b>
<b>Net Income</b>	<b>210.23%</b>

# 2017 SCHOLARSHIP FUNDING

January – November YTD 2017

Event/Activity	Number of Recipients	Scholarship Amount
Council Awards Dinner	19	\$3,800
Steven M. R. Covey: "Speed of Trust"	4	\$916
Council Annual Conference	8	\$2,000
Council Scholarship Fundraiser	1	\$350
Excellent Cultures Workshop	7	\$4,865
Univ. of WA MBEP	2	\$7,700
NMSDC National Conference	2	\$2,000
Tuck School of Business @ Dartmouth	2	\$9,800
Business Information Group Assessment*	4	\$3,000
Capabilities Statement Development*	3	\$2,475
MBE Certification *	3	\$750
	<b>55</b>	<b>\$37,656</b>

# LEARNING & DEVELOPMENT

Learning Available to:	Number of Hours Available	Number of Hours Utilized	Learning & Development Content
Council Staff	200	293	Education Relevant to Council Mission
MBEs	160	136	Excellent Culture
2017 Business Conference	35	35	Industry Knowledge & Relationship Opportunity
Executive Development	160	80	Univ. of WA MBEP & Tuck @ Dartmouth
MBEs	600	240	Marketing, Branding, & Social Media
MBEs	600	216	Building Effective Communication
MBEs	147 Volunteer Hours		Member Executive Development
MBEs	80 Volunteer Hours		Member & MBE Development Support

# PUBLICITY & MARKETING

Online Impressions – 12 Months:

213,335

Audience Size – 12 Months: 76,854



nwmtnmsdc.org

Page Views: 33,169

Unique Visits: 9,121



Impressions: 151,522

Users: 64,087



Outlook



MKTG Emails: 28,644

Contacts: 3,646



Northwest Mountain MSDC

# PUBLICITY & MARKETING

## 2017 Annual Survey Results



Most Preferred Form of  
Communication:

Direct Email from Council 12%  
Email Marketing/Newsletter 12%

Most Preferred Day and Time to  
Attend Council Events:

Tuesday, Mid-Day 17%  
Thursday, Afternoon 16%  
Monday or Wednesday, Mid-Day 15%

Council Event with Highest Level  
of Interest

Annual Conference 14%  
MBE Showcase 13%  
Networking Events 12%

# 2018 THEME



**Northwest  
Mountain**  
Minority Supplier  
Development Council

*"40 Years of Developing Minority Businesses"*

# A LOOK INTO 2018

## Strategic Growth

Measurement Category	Goal
<b>Financial</b>	
Revenue	Grow 3.3% over 2017
Expenses	Maintain at 2017 Level
Net Income	Grow 3.3% over 2017
<b>Operational</b>	
Members	90 Corporate & Public Agency Members
MBEs	290 Certified MBEs
New Product Development	Services & Licensing
<b>Human Resources</b>	
Staff Headcount	+.5 FTE
Grant Writer	Experiment with Grant Research/Writer
<b>+ All Normal Activities</b>	Supporting Member and MBE Development and Growth

# A LOOK TOWARD 2020

Strategic Growth over 3 Years	
Measurement Category	Goal
<b>Financial</b>	
Revenue	Grow 15% over 2018
Expenses	Controlled commensurate with Revenue Growth
Net Income	Grow 5% over 2018
<b>Operational</b>	
Members	100 Corporate & Public Agency Members
MBEs	350 Certified MBEs
<b>Human Resources</b>	
Staff Headcount	+.5 FTE over 2018
<b>+ All Normal Activities</b>	Supporting Member and MBE Development and Growth

# 2018 Calendar Dates

2018 Awards Dinner & Silent Auction  
March 8<sup>th</sup>, 2018

2018 Executive Summit  
May 2018

2018 Annual Conference  
June 12<sup>th</sup>, 2018

22<sup>nd</sup> Annual Scholarship Fundraiser & Silent Auction  
August 8<sup>th</sup>, 2018

40<sup>th</sup> Anniversary Celebration  
October 2018

Certify

Develop

Connect

Advocate



**Northwest  
Mountain**  
Minority Supplier  
Development Council

*"40 Years of Developing Minority Businesses"*

Alaska | Idaho | Montana | Oregon | Utah | Washington | Wyoming

THANK YOU!

