



**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



Northwest Mountain MSDC

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



Northwest Mountain MSDC

WELCOME & THANK YOU



Gary Sheneman

Sr. Director

Cloud & Enterprise Applications & Services
Microsoft Corporation

Board Chairperson



Northwest Mountain MSDC

WELCOME & THANK YOU



Diane Lin

Director

**Global Sourcing & Supplier Relations -
Supplier Development, Global Logistics
& Indirect Services**

Starbucks Corporation

Board Vice Chairperson



Northwest Mountain MSDC

WELCOME & THANK YOU



Shahzad Q. Qadri
Partner
Wong Fleming, P.C.

MBEIC Chairperson



Northwest Mountain MSDC

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.



Northwest Mountain MSDC

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.



Northwest Mountain MSDC

ANNUAL SPONSORS

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



EMERGING SPONSORS

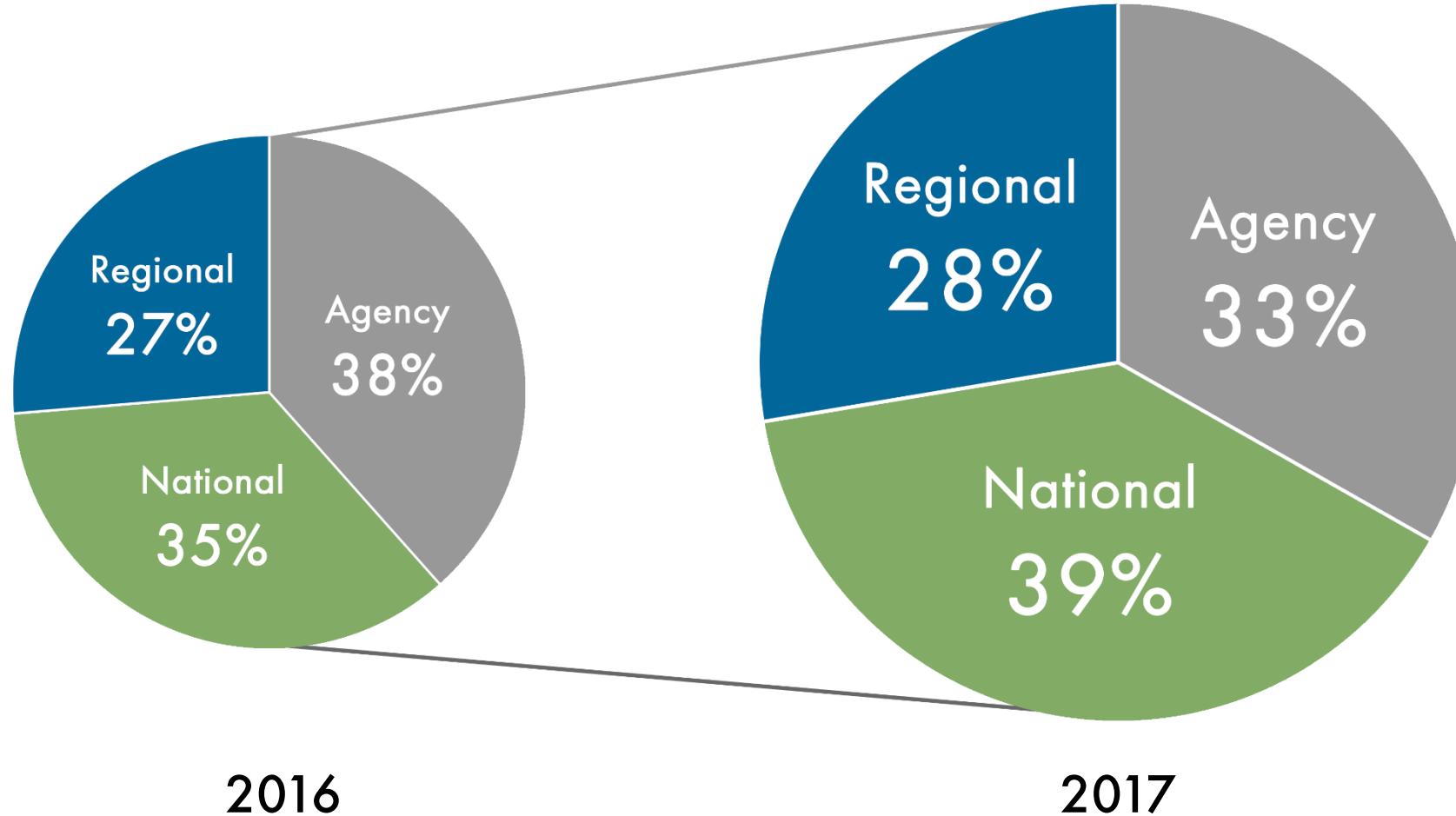


CORPORATE/PUBLIC AGENCY MEMBERS



NORTHWEST MOUNTAIN MSDC MEMBERS

(Corporations and Public Agencies with Supplier Diversity Programs)



Northwest Mountain MSDC

COUNCIL MAJOR EVENTS



2017 Council Events

Council Events: 14

Combined Registrants/Participants: 905
(As of 12/4/17)

Estimated Potential Contacts per Participant: 5

Estimated Engagement through Council Events: 4,525



Northwest Mountain MSDC

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



Northwest Mountain MSDC

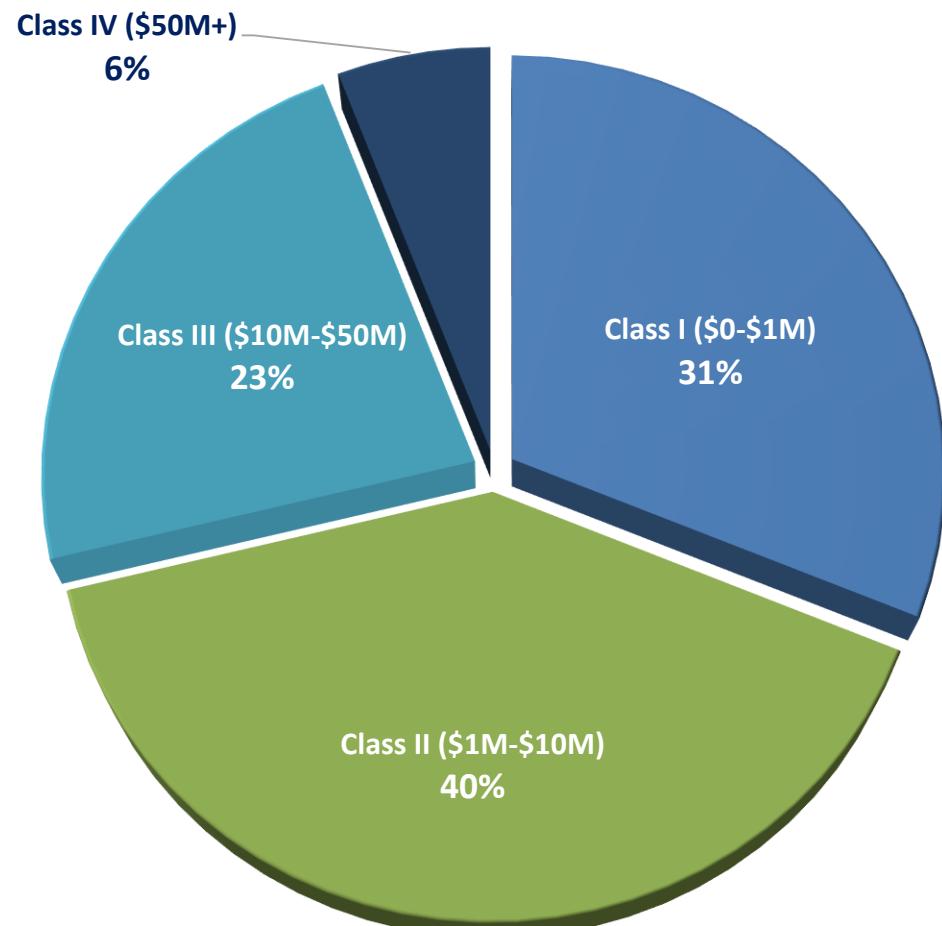
MINORITY BUSINESS ENTERPRISES (MBES)



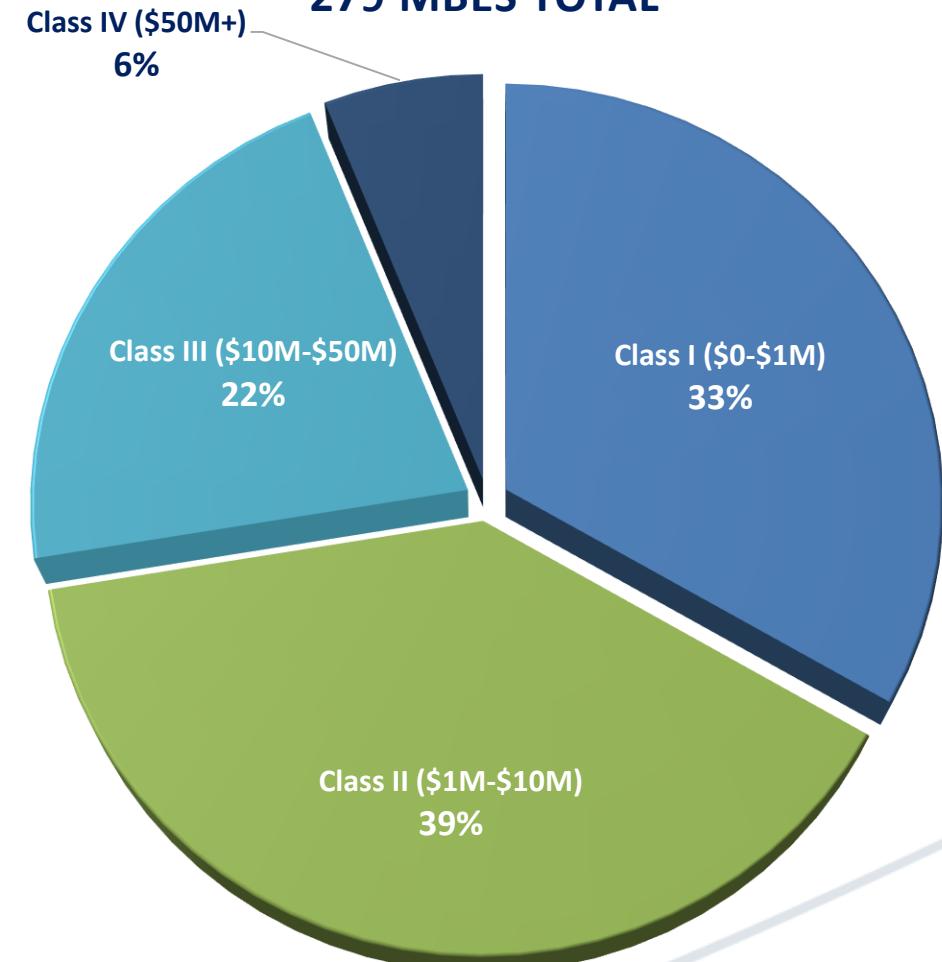
Northwest Mountain MSDC

NORTHWEST MOUNTAIN MSDC MBES

2016 MBES BY CLASSIFICATION TYPE
254 MBES TOTAL

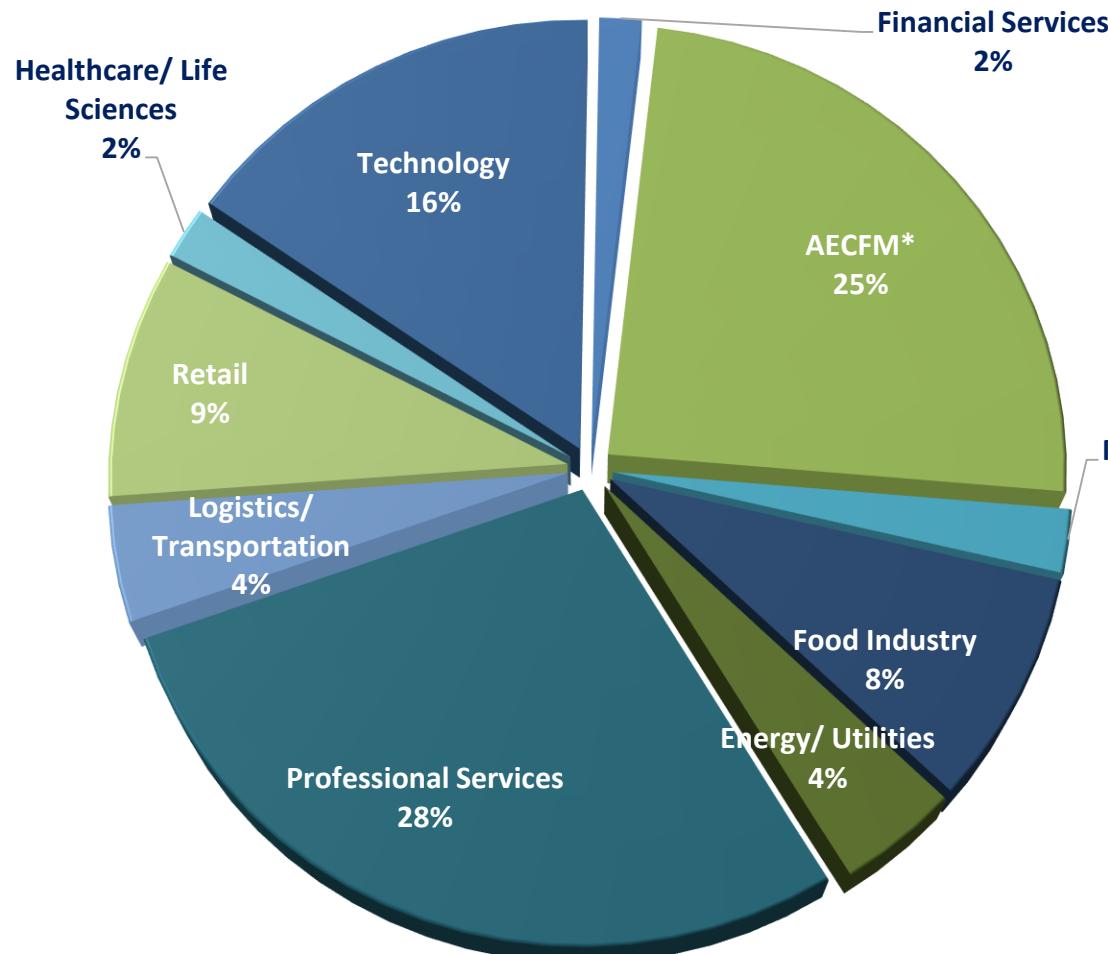


2017 MBES BY CLASSIFICATION TYPE
279 MBES TOTAL

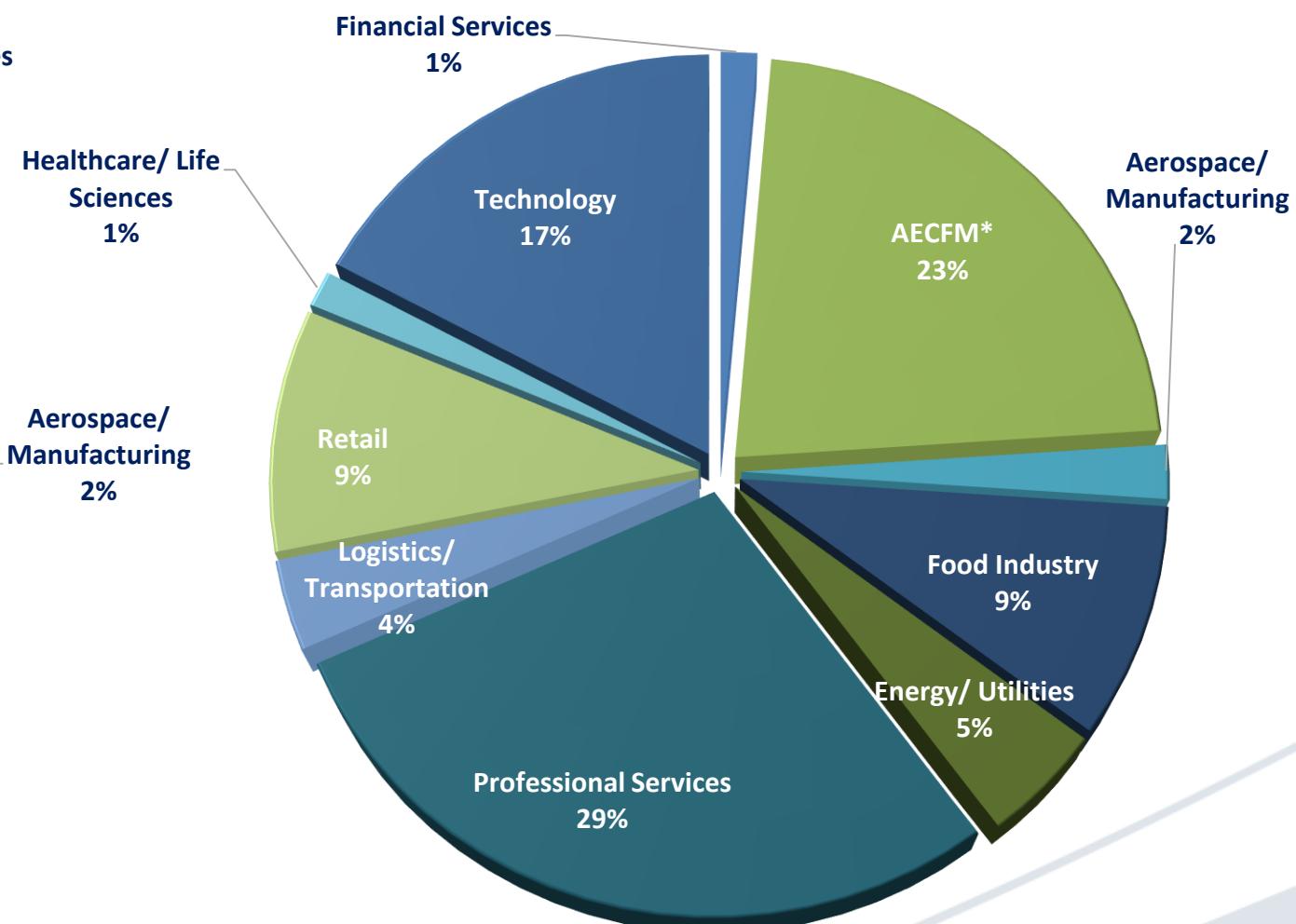


NORTHWEST MOUNTAIN MSDC MBES

2016 MBE INDUSTRY BREAKDOWN



2017 MBE INDUSTRY BREAKDOWN



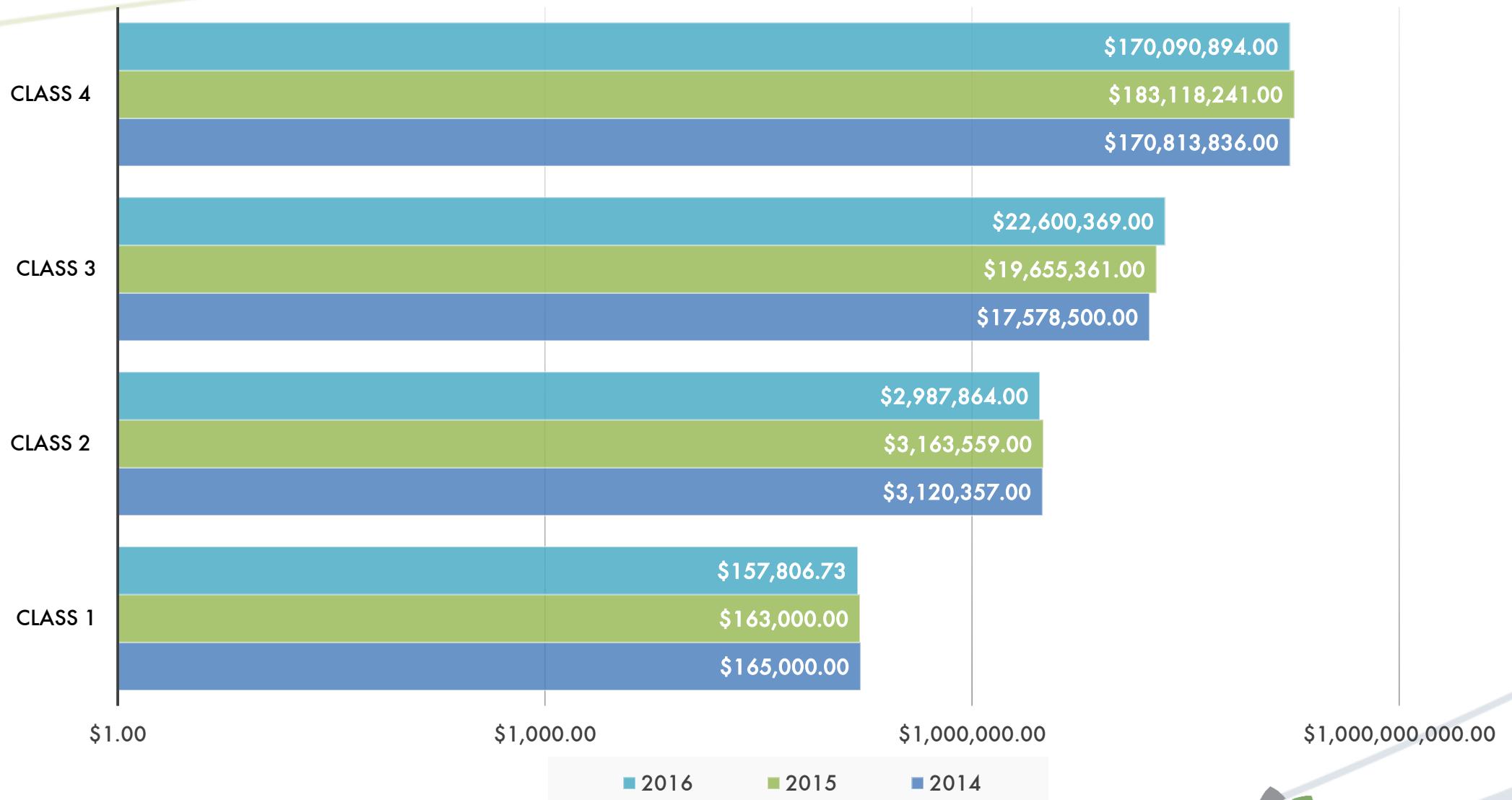
*Architecture/ Engineering/ Construction/ Facilities/ Maintenance



Northwest Mountain MSDC

NORTHWEST MOUNTAIN MSDC MBES

MBE Median Revenue by Classification Size



Northwest Mountain MSDC

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%
Total Income	88.68%
Expenses	% of Budget Achieved
Direct Expenses	92.60%
G & A Expenses	87.09%
Fundraising Expenses	95.77%
Total Expenses	86.28%
Net Income	210.23%



Northwest Mountain MSDC

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
	55	\$37,656



Northwest Mountain MSDC

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**



Page Views: 33,169

Unique Visits: 9,121



Impressions: 151,522

Users: 64,087



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%



Northwest Mountain MSDC

2018 THEME



"40 Years of Developing Minority Businesses"

A LOOK INTO 2018

Strategic Growth

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



A LOOK TOWARD 2020

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



2018 Calendar Dates

2018 Awards Dinner & Silent Auction
March 8th, 2018

2018 Executive Summit
May 2018

2018 Annual Conference
June 12th, 2018

22nd Annual Scholarship Fundraiser & Silent Auction
August 8th, 2018

40th 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!

