



NW MTN MSDC

Northwest Mountain
Minority Supplier Development Council

ALASKA



2016 Annual Review

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EXECUTIVE SUMMARY

The Council's 2016 theme and rallying cry was "Relevance."

2016 was a year of significant impact, as we were able to introduce a higher level of measuring and reporting value driven by our mission. We elevated our position as the region's premiere Supplier Diversity organization through leadership, innovation and collaboration with industry experts and influencers – paving the way for more meaningful business engagements and growth within our diverse network.

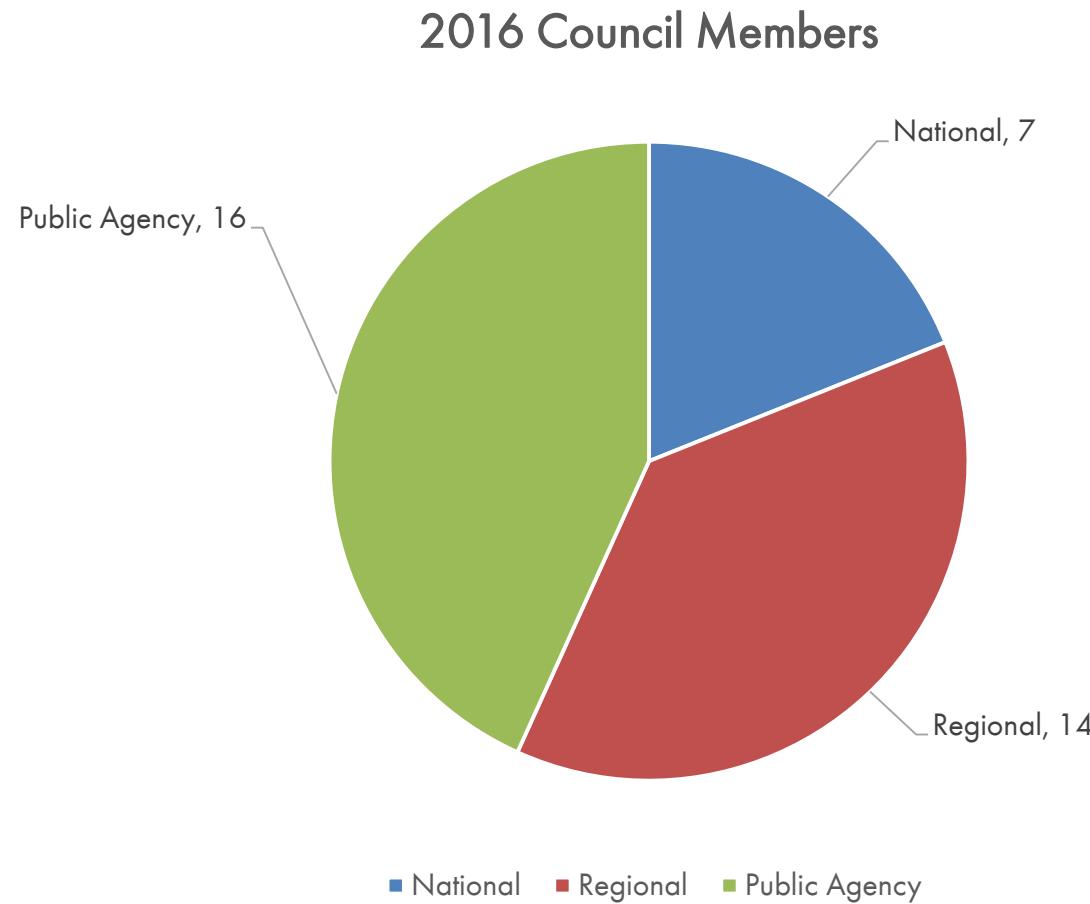
Our roadmap resulted in our ability to achieve Council and network goals:

1. Hosted Education, Development, Networking, and Fundraising Events in accordance with NMSDC Affiliate Agreement
2. Managed financial performance effectively
3. Measured sponsorship return-on-investment
4. Effectively invested in relevant activities

The Council actively supported community and business events within the region, promoting and participating in over 50 events in 2016.

NORTHWEST MOUNTAIN MSDC MEMBERSHIP

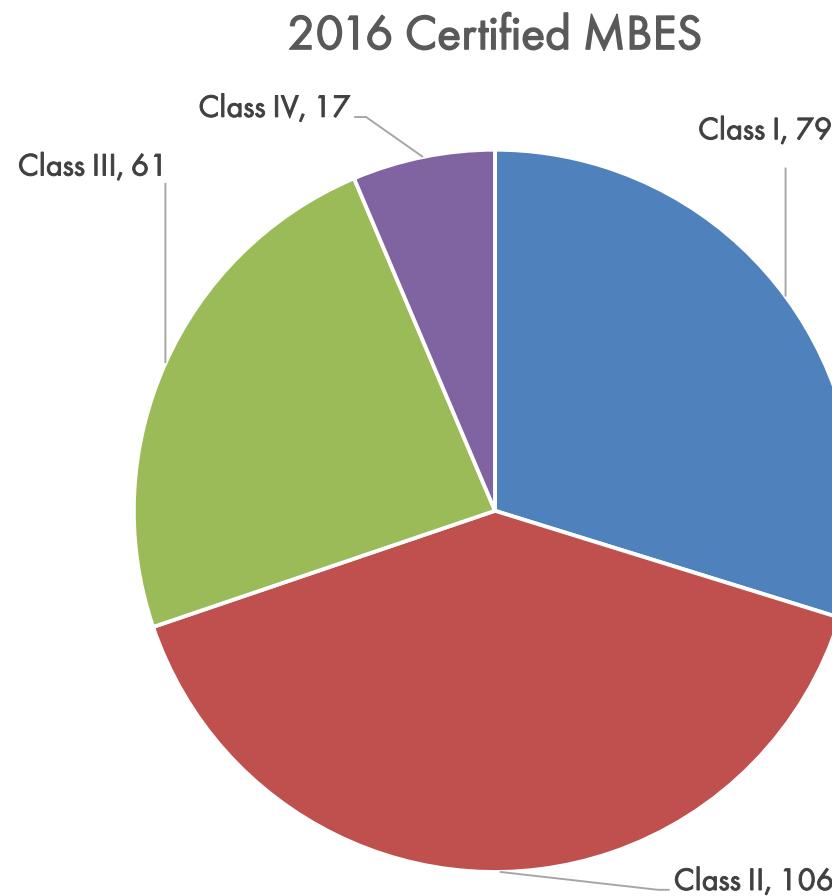
- 39 Council Members
 - 7 National Corporations
 - 14 Regional Corporations
 - 18 Public Agencies



NORTHWEST MOUNTAIN MSDC CERTIFIED MBES

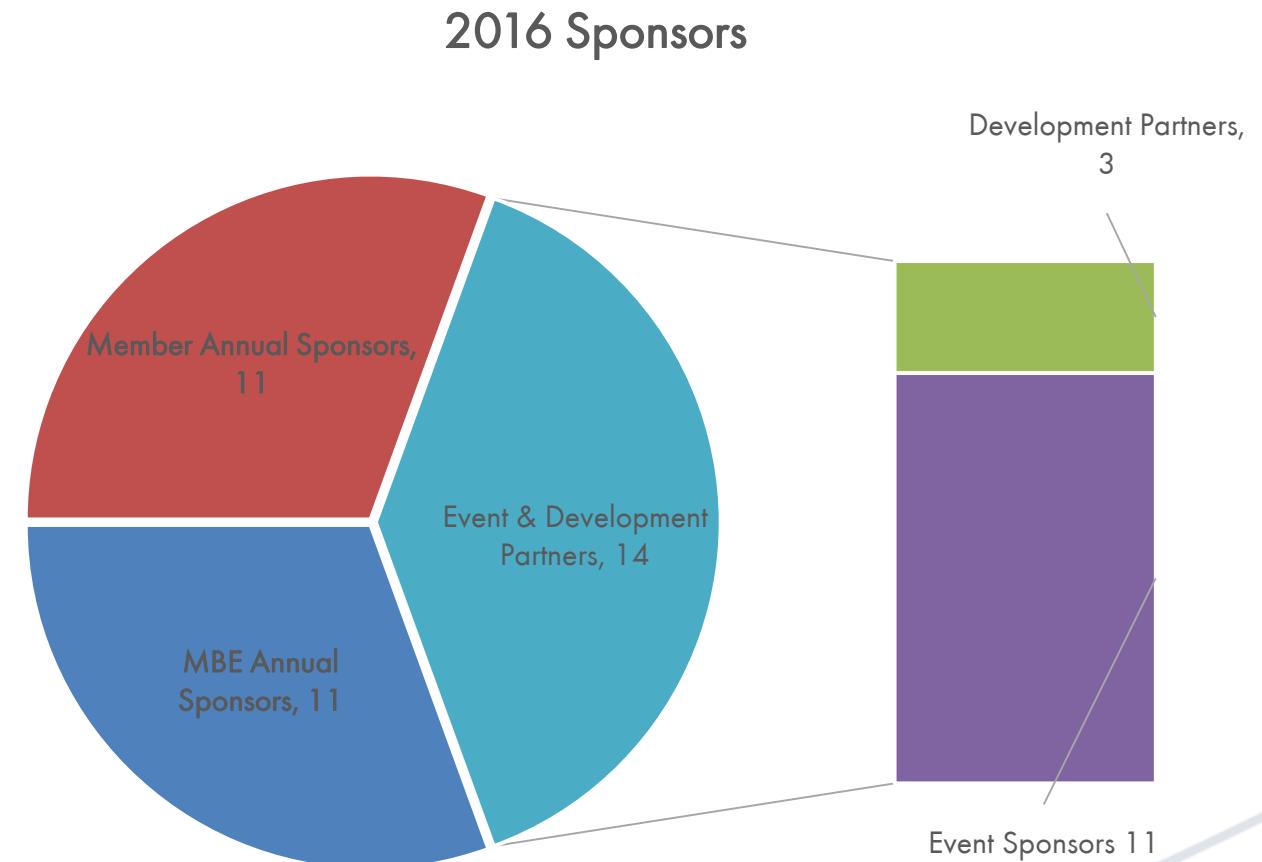
- 245 Certified MBES
 - 70 Class I MBES
(Revenue of up to \$1 million)
 - 94 Class II MBES
(\$1 million - \$10 million)
 - 56 Class III MBES
(\$10 million - \$50 million)
 - 15 Class IV MBES
(\$50 million and above)

*Not including subscription



NORTHWEST MOUNTAIN MSDC SPONSORSHIP

- 22 Annual Sponsors
 - 11 Corporate Members
 - 11 Certified MBEs
- 14 Event Sponsors & Development Partners
 - 11 Event Sponsors
 - 4 Presenting
 - 7 Special Sponsors
 - 3 Development Partners



~ PLATINUM SPONSORS ~



ZONES™

~ GOLD SPONSOR ~



~ SILVER SPONSORS ~



NORDSTROM



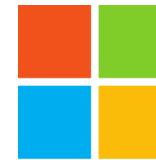
~ BRONZE SPONSORS ~



~ EMERGING SPONSORS ~



~ EVENT SPONSORS ~



Microsoft



FOSTER
SCHOOL OF BUSINESS
UNIVERSITY OF WASHINGTON



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TUNISTA
CONSTRUCTION LLC

~ DEVELOPMENT PARTNERS ~



2016 AWARDS DINNER AND SILENT AUCTION



March 11, 2016 | Doubletree Suites Seattle

Keynote Speaker: Daniel Fleming, Wong Fleming
Mistress-of-Ceremonies: Dawncelie Johnson-White

2016 AWARDS DINNER AND SILENT AUCTION

SUMMARY REPORT

EVENT PURPOSE

Celebrate, publically recognize, and acknowledge Corporate Members, Public Agency Members, MBEs and individuals that consistently embody the value of Supplier Diversity: *integrating Minority Businesses within fair and equitable processes to compete for opportunities.*

Provide the Northwest Mountain MSDC network and its regional community the opportunity to connect, engage, and participate in the celebration!



- 253 Participants
 - 23.7% Increase over 2015 Participation
- 64 Organizations Represented
 - 43 MBE Suppliers
 - 21 Corporate/Public Agency Members
- Silent Auction
 - Raised \$7,155 for Scholarship Fund

2016 MBE SHOWCASE



June 7, 2016 | Hilton Bellevue

45 MBE Exhibitors
9 Members
82 Participants

2016 MBE SHOWCASE SUMMARY REPORT

EVENT PURPOSE

Provide regional MBEs a venue where they can display their products/services and share their business capabilities with peer MBEs and Corporate/Public Agency Members in a welcoming environment.



- 82 Participants
- 45 Organizations
 - 36 MBE Suppliers
 - 9 Corporate/Public Agency Members

2016 ANNUAL SCHOLARSHIP FUNDRAISER AND SILENT AUCTION



August 30, 2016 | Washington National Golf Club

Congratulations to Golf Tournament Winners: Trio Group!

2016 ANNUAL SCHOLARSHIP FUNDRAISER AND SILENT AUCTION SUMMARY REPORT

EVENT PURPOSE

Provide Members and MBEs a venue to meet, engage, network, build relationships, and raise funds for the Northwest Mountain MSDC Scholarship Fund while having fun on the golf course.



- Total amount raised: close to \$13,000
- 99 Member/MBE Executives Networking and Golfing
 - 25 Teams
 - 138 Participants
- Silent Auction
 - 17 Silent Auction Donors
 - Raised \$4,490 for Scholarship Fund

2016 MBE MEETING



October 13, 2016 | Doubletree Suites Seattle

2016 MBE MEETING SUMMARY REPORT

EVENT PURPOSE

Hosted by the Minority Business Enterprise Input Committee (MBEIC), MBE representative on the Board of Directors, meets with regional MBEs to provide updates, receive feedback, and participate in development programs. The meeting gave emphasis to leadership and MBE to MBE engagement.



- 43 MBE Participants
- MBE Development
 - Bobby Herrera - CEO, The Populus Group
 - "Will You Take Charge of Your Own Story?"
 - Richard A. Retzer - CEO, Business Information Group
 - Business Cycle - Anatomy of Growth
 - John Greyeyes, The Boeing Company & Joel Gillespie, Microsoft Corporation
 - Doing Business with Boeing & Microsoft

2016 ANNUAL CONFERENCE



December 6, 2016 | University of Washington

2016 ANNUAL CONFERENCE SUMMARY REPORT

EVENT PURPOSE

Deliver informational and educational sessions for purposes of better enabling Northwest Mountain MSDC MBEs to prepare for and engage in meaningful business partnerships.

Introduced new components in lieu of traditional trade fair: *Industry Group Sessions* – focused panel discussions on state of business and future state of the industry, and *Business Engagement Sessions* – pre-scheduled one-on-one meetings between corporate/public agency member decision makers and qualified MBEs.



- 166 Registered Participants
 - 19 Corporate/Public Agency Members
 - 57 Certified MBEs
- Member & MBE Learning Sessions
 - Member: Best Practices in Supplier Diversity
 - MBE: Supply Chain Procurement Practices
- 147 Member – MBE Engagement Sessions

PUBLIC APPEARANCES & REGIONAL EVENTS

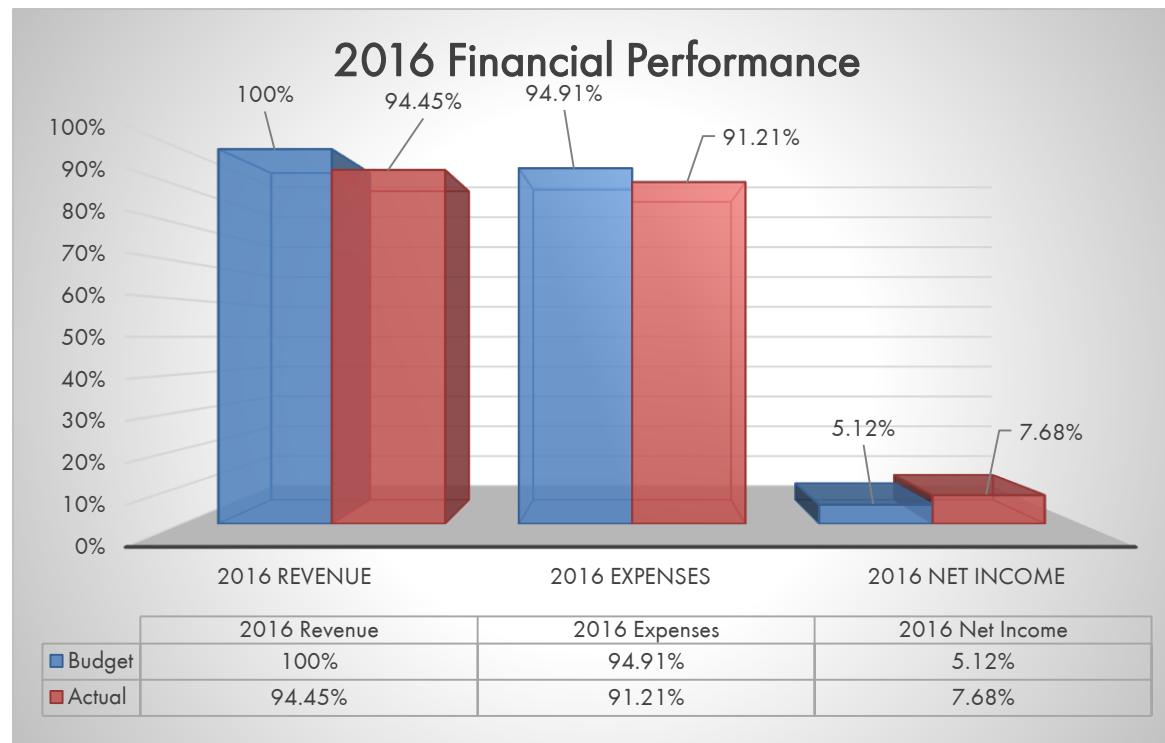
- Aerospace Event 2016
- Alliance Puyallup 2016
- ANEW Tour City of Seattle 2016
- Annual Workplace Performance Symposium 2016
- Bank of America HOLA 2016
- Bank of America Scholarship Fund
- Boost Your Business with Facebook 2016
- Business Issues Forum 2016
- CDE Meeting 2016
- City of Seattle Diversity Partnerships in Construction 2016
- Commerce Minority Business Roundtable 2016
- Commerce Minority Business Roundtable 2016
- Contractors Development Program 2016
- DBE Advisory Group 2016
- Disparity Study Advisory Workshop 2016
- El Centro building the Beloved Community Gala 2016
- Exporter Forum 2016
- Foster Impact Awards 2016 s
- Hoffman Sound Transit n140 Project Information Session 2016
- HSW First Thursday with Friends Diversity Open House 2016
- Impact Awards 2016
- Interise Graduation 2016
- King County ESB Awards 2016
- Latina Style Business Series 2016
- MBAC 3rd Annual Speed Networking Event 2016
- MBEP 2016
- Meet Me at Macys Business Matching Event
- New Arrivals Facility Small Business Meet & Greet 2016
- NMSDC Q3 Leadership Meeting 2016
- No GI Seminar 2016
- North Puget Sound Small Business Summit 2016
- Northwest Event Show B&E 2016
- POS Small Business group Meeting 2016
- Pre Apprentice Construction (PACE) 2016
- President's Bootcamp 2016
- PSBJ 40 Under 40 Reception & Luncheon 2016
- Purchasing Workshop for WMBE Advisory Committee 2016
- Reciprocal Partner Luncheon 2016
- Reverse Vendor Tradeshow 2016
- SBA Awards 2016
- Small Business Exporter Forum
- Stand Against Racism - Restorative Justice 2016
- Streetwise MBA - Final Growth Plan Presentations 2016
- TDW& Co Retreat 2016
- UW Job Order Contracting Outreach 2016
- Washington State Disparity Study Pre RFP Advisory 2016
- WMBE Business Outreach 2016
- WMBE Subcontracting Public Meeting 2016
- WSCC Addition Meeting
- WSCC Addition Pre-Bid Meeting for Early Work Packages 2016
- WSDOT Event Bellevue 2016
- WSDOT, Sound Transit & POS Business After Hours Reception 2016

Over 50 events in one year.

2016 NORTHWEST MOUNTAIN MSDC PERFORMANCE



2016 COUNCIL PERFORMANCE FINANCIAL



- **2016 Budget vs. Actual**
 - Achieved 94.45% of Planned Budget Revenue
 - Achieved Expense Reduction @ 91.21% to Reflect Reduced Revenue
 - Achieved Increased Net Income 7.68% to Reflect Reduced Expenses
- **2016 Reduced Total Revenue Causals**
 - Event Participation
 - NMSDC Special Assessment

2016 COUNCIL PERFORMANCE SPONSORSHIP RETURN-ON-INVESTMENT

- 2016 Annual Sponsorships - \$180,471
 - Marketing Activities Return-on-Investment
 - Direct Marketing Association 2015 Benchmarks
 - 6% to 23% Return-on-Investment
 - **Benchmark:** Generates Range of \$1.62 to \$1.87 in value per \$1 spent
 - **Measurement:** Email, Telephone, Social Media, Direct Mail, Mobile, Paid Search, Internet Display, and Event Benefits
 - Northwest Mountain MSDC Research and Measurement
 - \$1.24 million worth of marketing value delivered in return
 - **Generates:** \$2.73 to \$25.65 in value per \$1 spent
 - **Measurement:** Website, Social Media, Email Events, Email Other, Telephone, Print, Event Benefits, Events Other, Actual Council Spend with Sponsors

2016 COUNCIL PERFORMANCE SPONSORSHIP RETURN-ON-INVESTMENT

- Scholarships
 - University of WA Foster School of Business Minority Executive Program
 - Battery Power Systems, LLC – Mr. James Herwick, General Manager
 - PlanLED – Ms. Janie Chung, Chief Financial Officer
 - Tuck @ Dartmouth
 - TRIO Group – Mr. Dennis Brooks, Founder & President
 - NMSDC National Conference
 - Inlingua Utah
 - Mavensoft Technologies, LLC
 - Regional Northwest Mountain MSDC Regional Event Participation
- Over \$20,000 in Scholarships Awarded

2016 COUNCIL PERFORMANCE SPONSORSHIP RETURN-ON-INVESTMENT

- Engagements
 - Introduced MBEs to 50 Member Opportunities
 - Referred 465 to Member Opportunities
 - Effectively created over 23,000 Engagement Opportunities between Members & MBEs
 - 2016 Annual Conference
 - 147 Engagements in a single day
- MBE Participation
 - Overall Participation
 - 37.5% of MBEs participated in at least 1 Council Event
 - 82% of MBE participants are headquartered in Washington
 - Specific Event Participation
 - 70% of MBEs favor Business Specific Events
 - 50.1% of MBEs are attracted to Networking Events
 - 17% of MBEs participate in Development Events

2016 COUNCIL PERFORMANCE SPONSORSHIP RETURN-ON-INVESTMENT

Northwest Mountain MSDC 2016 Certified MBEs Metrics



\$6.6 Billion

2015 Revenues

+\$500M Year-over-Year



14,830

Employees

+187 Year-over-Year



48%

Minority Employees

+4% Year-over-Year

2016 COUNCIL PERFORMANCE SPONSORSHIP RETURN-ON-INVESTMENT

Northwest Mountain MSDC Certified MBEs

National Economic Impact

\$10.7B

Economic contribution

68,983

Jobs

\$4.1B

Employee Incomes

\$4.5B

Federal Tax Contribution

2017 COUNCIL THEME

“DRIVING MEANINGFUL BUSINESS ENGAGEMENTS”

