



**WOMEN IN PUBLIC FINANCE**  
VIRGINIA CHAPTER

# SUPPLIER DIVERSITY MATTERS

**THURS., OCT. 22, 2020 | 11AM EST**

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# SUPPLIER DIVERSITY MATTERS



WOMEN IN PUBLIC FINANCE  
VIRGINIA CHAPTER



## Lisa Haley

MODERATOR

CHAIR, VIRGINIA WOMEN IN PUBLIC  
FINANCE DIVERSITY, EQUALITY, &  
INCLUSION COMMITTEE

# SUPPLIER DIVERSITY MATTERS



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IMAGE\*MASTER

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# Presenter Bios



**Sharon Pinder**

PRESIDENT & CEO, CRMSDC



**Arnold Sowa**

RETIRED CPO, METLIFE



**Ann Ramakumaran**

CEO, AMPCUS INC

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## Sharon Pinder

PRESIDENT & CEO, CAPITAL  
REGION MINORITY SUPPLIER  
DEVELOPMENT COUNCIL

# Who We Are

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## MISSION

To provide a direct link between corporate America and ethnic minority-owned businesses for the purposes of increasing procurement opportunities and making supply chains more diverse & innovative.



Capital Region  
Minority Supplier  
Development Council

## HISTORY

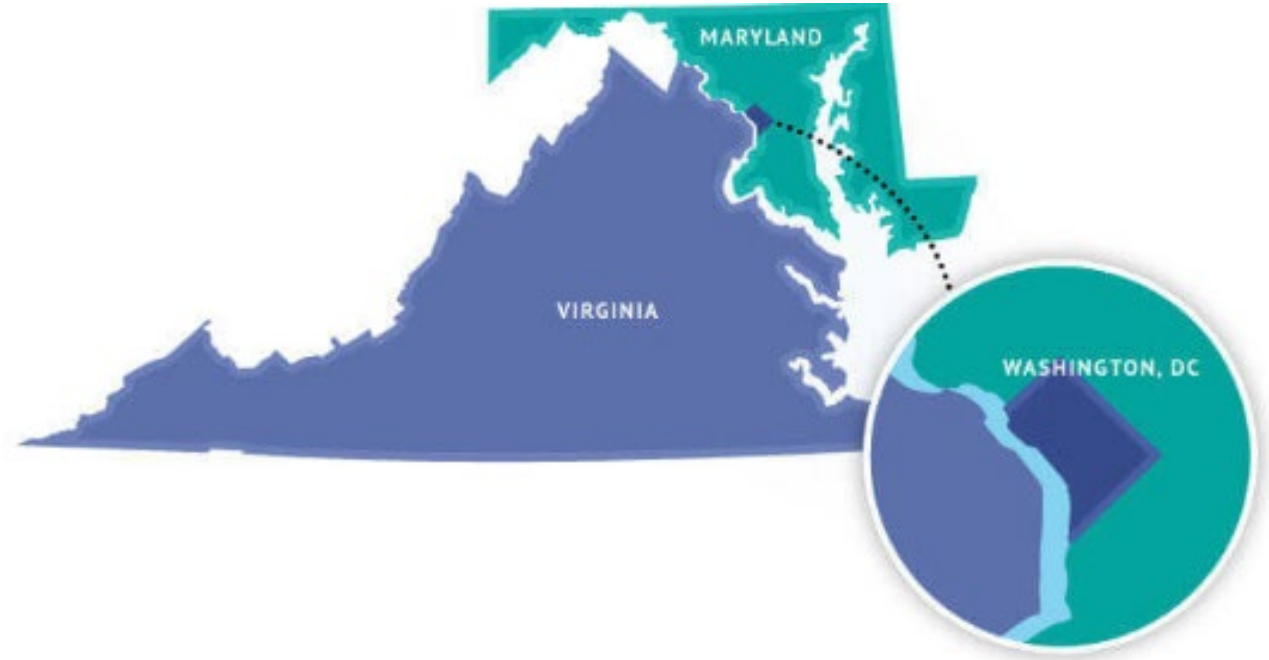
# Brief Overview of CRMSDC

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Established in **1972**

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**NMSDC** National  
headquarters is in  
**New York**



CRMSDC is **1 of 23** affiliate  
councils around the country

CRMSDC service area:  
**MD / DC / NOVA**

Nationally, about **1,450** corporations and **12,000**  
certified Minority Business Enterprises (MBEs).

Locally over **60** corporations and several hundred MBEs



# Some of CRMSDC's Corporate Members

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**BAE SYSTEMS**



***NORTHROP GRUMMAN***



***LOCKHEED MARTIN***

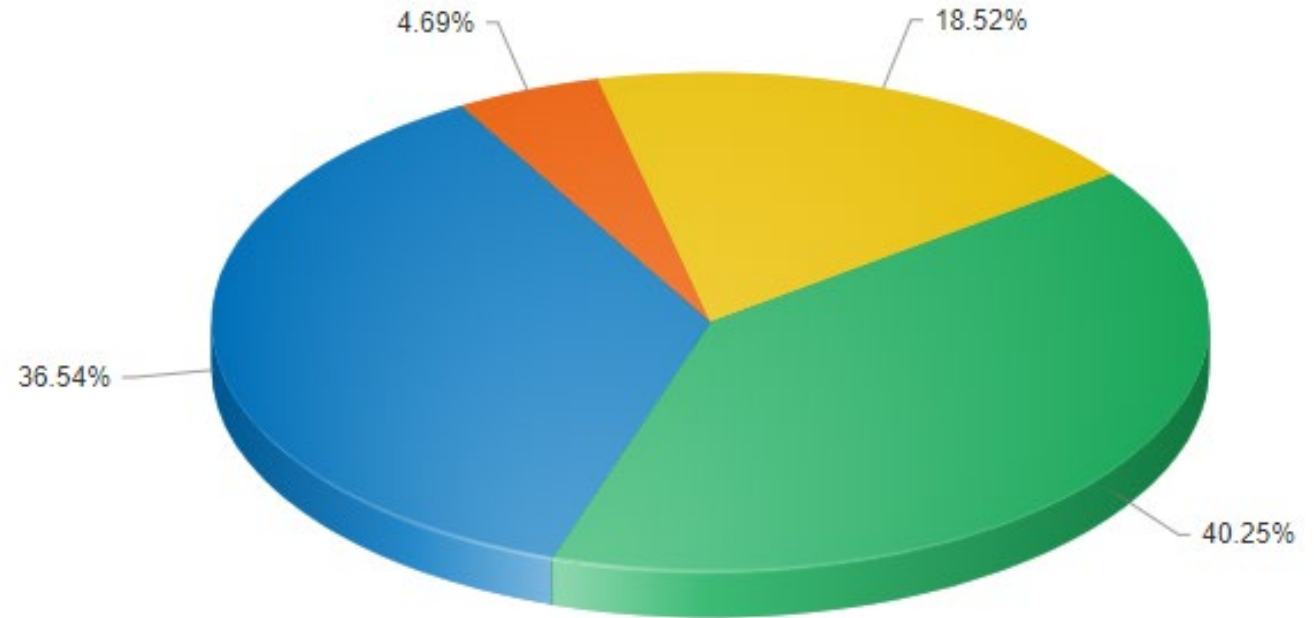


# Some of CRMSDC's Corporate Members

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- AARP
- Aerotek
- Airbus Americas, Inc.
- Alion Science & Technology
- American Red Cross
- AmeriHealth Caritas Washington DC
- AstraZeneca Pharmaceuticals LP/MedImmune
- BAE Systems, Inc.
- Baltimore Gas & Electric Company, An Exelon Company
- Baltimore Mayor's Office Small, Minority and Women Business
- Baltimore-Washington International Thurgood Marshall Airport
- Bank of America
- JBechtel National, Inc.
- Bon Secours Health System, Inc.
- Capital One
- Ciena Corporation
- Dewberry
- Dominion Energy
- EMCOR Government Services
- Emergent BioSolutions
- Fairfax County Economic Development Authority
- Fannie Mae
- Federal Reserve System
- Freddie Mac
- Georgetown University
- Grosvenor Americas
- Hilton
- HMS Host
- Horseshoe Casino • Baltimore
- IDEMIA
- International Monetary Fund
- Leidos, Inc.
- Lockheed Martin Corporation
- M&T Bank
- Marriott International, Inc.
- Maryland Governor's Office of Small, Minority & Women Business Affairs
- McCormick & Company, Inc.
- Metropolitan Washington Airports Authority (MWAA)
- Montgomery County Government
- National Railroad Passenger Corporation (AMTRAK)
- NCS Pearson, Inc.
- NEA Member Benefits Corporation
- Northrop Grumman Corporation
- Pepco Holdings, An Exelon Company
- Potomac Edison FirstEnergy Corporation
- Prince George's County Government
- Retail Business Services, A Company of Ahold Delhaize USA
- Science Applications International Corporation (SAIC)
- Siemens USA
- Sodexo USA, Inc.
- Southern Maryland Electric Cooperative (SMECO)
- United States Postal Service, Inc.
- University of Maryland Global Campus (UMGC)
- USA Today
- Voya Financial, Inc.
- Washington Gas
- Washington Metropolitan Area Transit Authority (WMATA)
- Washington Suburban Sanitary Commission (WSSC)
- Wells Fargo
- The Whiting-Turner Contracting Company

# CRMSDC MBEs by Class Size



**63%**

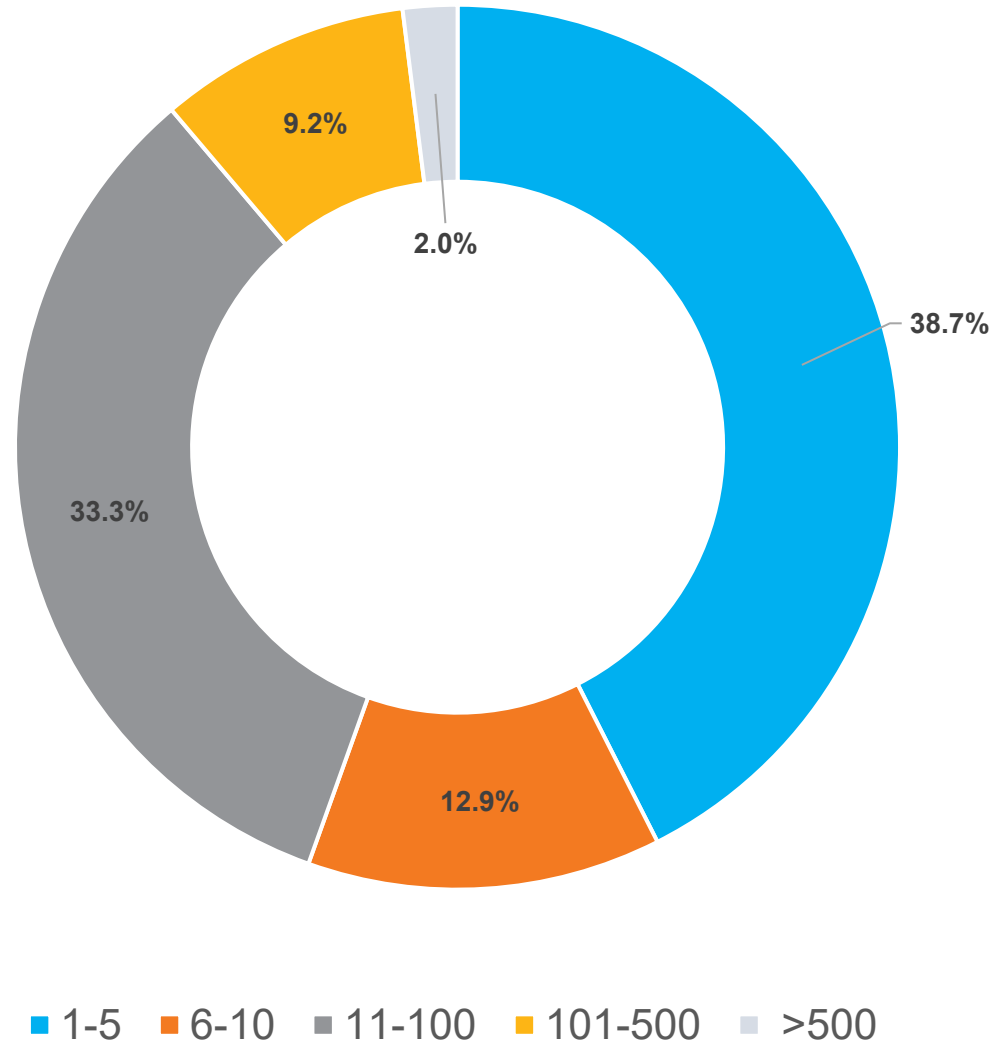
of CRMSDC MBEs have annual revenues over \$1 million

- Class 1 (< \$1M) - 36.54%
- Class 2 (\$1M - \$10M) - 40.25%
- Class 3 (\$10M - \$50M) - 18.52%
- Class 4 (> \$50M) - 4.69%

# CRMSDC MBEs by Employees

CRMSDC MBEs employ over **30,000** employees, of which over **21,000** are minorities

Number of Full-Time Employees



**11%**  
of CRMSDC MBEs have 100 or more employees

**33%**  
have 11 to 100 employees

**55%**  
have 1 to 10 employees

Capital Region  
Minority Supplier  
Development Council

# BUSINESS CONSORTIUM

This Consortium gives our clients unprecedented triple access to new regional, national and global business opportunities by uniting three powerful entities:



Capital Region  
Minority Supplier  
Development Council



MINORITY BUSINESS DEVELOPMENT AGENCY  
FEDERAL PROCUREMENT CENTER  
U.S. DEPARTMENT OF COMMERCE

Operated by the Capital Region  
Minority Supplier Development Council



MINORITY BUSINESS DEVELOPMENT AGENCY  
BUSINESS CENTER  
U.S. DEPARTMENT OF COMMERCE

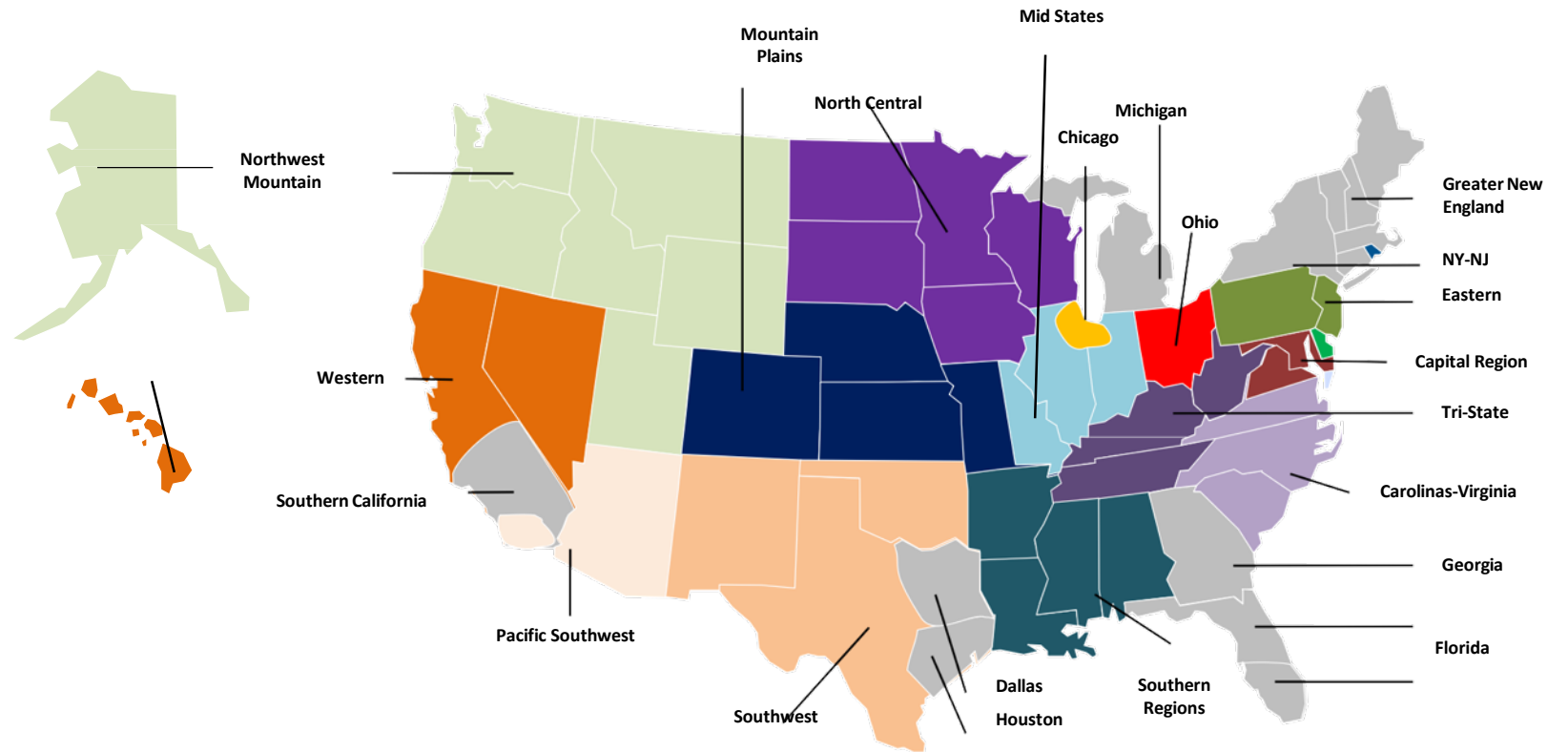
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Minority Supplier Development Council

# NMSDC Affiliate Network



National Minority Supplier  
Development Council

Advancing Business  
Connections that Count



Puerto Rico

Certify. Develop. Connect. Advocate.

# MBDA Business Centers



<b>37</b> Current	<b>25</b> New April 2019	<b>5</b> New Sept. 2019	<b>1</b> FPC Sept. 2019	<b>9</b> Specialty Sept. 2019
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# Benefits of Membership

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Networking Events

Business Networking Golf  
Outing

Get on the Bus/Plane/Train  
Regional Tours

Business Procurement/Super  
Matchmaker Conference

Annual Leaders & Legends  
Awards Ceremony

Annual Business Meeting

NMSDC National Business  
Opportunity Expo

MBEIC Annual Breakfast

Seminars/Workshops

Corporate Mini Fairs  
and Matchmakers

MBE Input Committee  
(MBEIC)

MBE2MBE Networking  
Portal

EYE (Emerging Young  
Entrepreneurs)

Global-Link  
International Program

Corporate Plus

Growth Initiative



# Our MBE ACADEMY



Capital Region  
Minority Supplier  
Development Council





**Capital Region**  
Minority Supplier  
Development Council



**TriState**  
Minority Supplier  
Development Council



-2017-  
**GET ON THE  
PLANE**  
-BUSINESS TOUR-

Southwest





CRMSDC 36<sup>th</sup> Annual

# LEADERS & LEGENDS

Awards Ceremony Powered by Exelon

*Featuring*



**BUSINESS  CONSORTIUM**

# **HOT SHEET**

**LIVE**

**SPECIAL EDITION**

**WHERE IS THE MONEY?**

**SERIES**



**Capital Region  
Minority Supplier  
Development Council**



**MINORITY BUSINESS DEVELOPMENT AGENCY  
BUSINESS CENTER  
U.S. DEPARTMENT OF COMMERCE**



**MINORITY BUSINESS DEVELOPMENT AGENCY  
FEDERAL PROCUREMENT CENTER  
U.S. DEPARTMENT OF COMMERCE**

**Webinars to help businesses navigate the pandemic**

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# The Business Case for Supplier Diversity

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## Small Business Facts

- Represent 99.7 percent of all employer firms
- Employ half of all private sector employees
- Pay 45 percent of total U.S. private payroll
- Have generated 60 to 80 percent of net new jobs annually over the last decade
- Create more than 50 percent of non-farm private gross domestic product (GDP)



## Small Business Facts

- They are innovators. Produce 13 to 14 times more patents per employee than large patenting firms. These patents are twice as likely as large firm patents to be among the one percent most cited.
- Are employers of 41 percent of high tech workers (such as scientists, engineers, and computer workers).
- Are 53 percent home-based and 3 percent franchises.

# What is Supplier Diversity?

What it IS	What it is NOT
Customer Driven	A Handout
A Strategic Business Imperative	A Social Program
A Marketing Tool; Access to Opportunities	A Compromise on Quality Service or Cost
An Enhancement to the Organization's Reputation	Solely Owned by the Sourcing Team or Supplier Diversity
Part of the Overall Procurement; Way to level the playing field.	





## What is the Value of Supplier Diversity?

- Provides competitive access to procurement opportunities for all vendors, especially those that have been historically underutilized
- Provides greater access to the “Best Value” for:
  - Tax payers
  - Customers
  - Policy makers



## What is the Value of Supplier Diversity?

- **Stimulates economic growth in diverse communities**
- **Economic development and job creation equals expanded customers, viable tax base, increase giving, education and good health**



# The Business Case For Supplier Diversity

- The current minority population is **37%** of the total U.S. population.
- By the year 2060, the Census Bureau projects that the minority population will represent **57%** of the total U.S. population.

Source: *US Census Bureau*

# The Business Case For Supplier Diversity

	Black/African American	American Indian & Alaska Native	Asian	Hispanic	Native Hawaiian & Pacific Islander	All Minority Firms	Non-Minority Firms	Classifiable Firms*	All U.S. Firms
<b>Number of firms</b>	2,584,403	272,919	1,917,902	3,305,873	54,749	7,952,386	18,987,918	27,179,380	27,626,360
<b>Combined gross receipts</b>	\$150.2 billion	\$38.8 billion	\$699.5 billion	\$473.6 billion	\$8.1 billion	\$1.4 trillion	\$10.5 trillion	\$11.9 trillion	\$33.5 trillion
<b>Average gross receipts</b>	\$58,119	\$142,306	\$364,717	\$143,271	\$148,614	\$173,552	\$552,079	\$440,190	\$1,213,944
<b>Number of firms with employees</b>	109,137	26,179	481,026	287,501	4,706	908,800	4,156,683	5,136,203	5,424,458
<b>Combined receipts of firms with employees</b>	\$103.5 billion	\$31.7 billion	\$627.5 billion	\$380.0 billion	\$6.5 billion	\$1.2 trillion	\$9.7 trillion	\$11.0 trillion	\$32.5 trillion
<b>Average receipts of firms with employees</b>	\$947,905	\$1,209,143	\$1,304,571	\$1,321,717	\$1,374,831	\$1,227,983	\$2,337,043	\$2,134,765	\$5,990,509
<b>Number of paid employees</b>	975,052	208,178	3,572,577	2,329,553	39,001	7,165,151	48,255,649	56,058,563	115,249,007

From the U.S. Department of Commerce MBDA

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**Arnold Sowa**

RETIRED CPO, METLIFE

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A CORPORATE PERSPECTIVE



Doesn't just happen – need to be deliberate

- Metrics – set “goals”
- Cast a wider net (e.g., “rule of one”)
- Mentorship (e.g., tier 2 program)

Social responsibility with a positive return

- Innovative approaches
- More flexibility
- Lower costs

Outreach/partnership important

- Organizations like the CRMSDC
- Benchmark with peers
- Demystify your procurement process

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**Ann Ramakumaran**

CEO, AMPCUS INC

# SUPPLIER DIVERSITY MATTERS

DIVERSE BUSINESS PERSPECTIVE

- 1 Access to opportunities
- 2 Helps Business and Revenue Growth , promotes innovation
- 3 Positive economic impact-job creation and local spend
- 4 Global Diverse spend promotes local diverse business expand nationally and globally



## Domino Effect

- Embrace Diversity & Inclusion
- 70% Diverse Workforce, 48% Women
- Over 22 Million\$ spend with Diverse business in 18 months



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**Questions?**

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