

"*Eelebrating* 20 years of service"

# **2018 ANNUAL REPORT**

**CERTIFY · DEVELOP · CONNECT · ADVOCATE** 

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#### **STAY CONNECTED!**

Email us at <u>smsdc@smsdc.org</u> or follow us on social media:

- www.facebook.com/SMSDC
- www.twitter.com/SMSDC\_TX
- www.instagram.com/SMSDC\_TX



#### 07 About Us

Established in 1999, SMSDC is the minority business owner's direct link to corporate America.



**10 Our Numbers** With an expected growth of 70%, minority business owners will increase to 3.3 million from 2000 to 2045.



16 Programs

Hundreds of corporate representatives, certified MBEs and partners participated in all of our 2018 programs.



23 Premier Sponsors

Corporate America & Certified MBEs are committed to support our council.

#### PRESIDENT'S MESSAGE



Certify. Develop. Connect. Advocate. These four pillars are the systemic approach to equipping minority entrepreneurs with the tools they need for continued economic empowerment, thus underscores the consistent message of the SMSDC. Combined with forward-thinking corporate industry leaders who embrace the invaluable advantages of collaboration and diversification of their supply chain, this overarching mindset is a constant work in progress.

Key strategies to connecting our corporate partners with qualified MBEs who can diversify their supply chain are the SMSDC events, designed to incorporate networking and establish collaborative business relationships.

In 2018, the SMSDC hosted many events and activities in the region. The Regional Task Force events are strategically designed to incorporate education, marketing, growth and development in their impactful "Speaker Series." Guest speakers included; Carlos Dones, Global Supply Chain Operations, *Applied Materials*; Sid Johnson former, Global Chief Procurement Officer, *Aptiv*; Kenneth Williams, City Manager, *City of Buda* and Victor Castillo, Purchasing Manager, *City of Buda*; Beatriz Fernandez, SMSDC's 2018 MBE Idol, MBEIC Chair and Business Development Director, *DataXport.net*;

Alex Payan, Supplier Diversity and Investment Recovery, *El Paso Electric*; Indria Hollingsworth Thomas, South Central Regional Diversity and Inclusion Manager, *JE Dunn*; Eva Carpenter, SBA Program Administrator and Certified Supplier Diversity Professional, *Southwest Research Institute*; Tiffany Dockery Gibson, Director, HUB/SB Program, *The University of Texas, Austin*; Debbie Trevino, SMSDC's 2017 MBE Idol, President & CEO *Treco Services* and Wayne Shanks, Supplier Diversity Advisor, *USAA*.

Our hallmark events, such as the Toyota Annual Stakeholders Meeting in San Antonio, TX; New Frontier, Tulsa, OK; MBE to MBE Showcase, Stillwater, OK; and Premier FaceTime EXPO, provide opportunities for Corporate Members and MBEs who attend to connect, share their values and reflect on the real work that has been accomplished. Invaluable business connections continue to be forged, stimulating the impact of the economic fabric within minority communities.

Our signature programs, such as the Developmental Series: Benchmarking Plus for Corporate Members & Capacity Plus for MBEs are designed to support corporations with their Supplier Diversity programs and assist in benchmarking their Supplier Diversity programs against "Best Practices" in the industry.

The SMSDC hosted the 2018 NMSDC Conference & Business Opportunity Fair, the nation's premier forum on minority supplier development. For three days, more than 6,000 corporate CEOs, procurement executives and supplier diversity professionals from the top multinational companies, as well as leading Asian, Black, Hispanic and Native American business owners, and international organizations convened in Austin, TX. There is an invaluable advantage to connect with Fortune 100 and 500 companies and large MBEs of this magnitude – across all industries – with such obvious potential for unlimited success.

We look forward to your continued involvement and support in 2019 and challenge you to help us in broadening our base of support. Serve as a mentor to MBEs, bring a prospective corporate member or minority business owner to an event, host or speak at a Regional Task Force event in your service area.

Despite the enormity of the tasks that lie ahead in 2019, with the continued advancements and successes of our entrepreneurial ventures, our corporate partners and minority-owned businesses have collectively summoned what is best in them and actively demonstrated we are resilient when we continue to work together.

Sincerely,

Faren 130

President & CEO

#### **CHAIRMAN'S MESSAGE**

Thank you for your continued support and engagement with the Southwest Minority Supplier Development Council. We are honored you have joined us to enhance relationships between major corporations and minority business enterprises. My task today is to report on the State of the SMSDC. I will give you a hint. You should be proud of where we are and where we are going.

Today, I can say with renewed confidence the state of our Council is stronger than ever. Last year in Austin, we were able to contribute to NMSDC's renaissance by serving as the host council for the national conference. It was a great success and featured a new look and feel. We left those four days proud of our parent organization and new leadership. Yet, much work remains to be done. We must accelerate the engine of economic growth through supplier diversity. We must bring more corporate members to this organization. We must help them understand supplier diversity's value proposition as an economic development generator and we must promote implementation of supplier best practices among existing corporate members.



Moreover, it is our unfinished task to bring our Corporate members, and MBEs together and help their relationships blossom so together we become the agency of choice for minority business development in Texas, Oklahoma, and New Mexico.

Our Board believes broad-based economic growth requires a balanced approach between effective governance and operational excellence for SMSDC. They are also highly interested in continuous improvement in service and financial metrics. We spend countless hours discussing new innovations the Council can offer. This receptivity to constantly updating our business model aligns well with NMSDC's strategies and new vision for the Network going forward.

Growth and change only works when we accept certain obligations to one another. Our futures: yours, mine and our children's, will be determined by what we do now to maximize the competitiveness of America. This is a challenge today, but SMSDC is part of the solution by ensuring everyone gets an opportunity to participate fully in our economy. At SMSDC, we prepare our corporate members to enhance their supplier diversity programs; we certify minority ownership; we connect both corporate and MBEs with opportunities; and we develop our stakeholders for greater success!

We appreciate your coming out to help us promote effective diverse supplier development. Thank you again for your continued support.

Lastly, thanks to the board, staff and volunteers for the confidence and trust you have instilled in me and Johnson Controls to serve as your Board Chairman.

Sincerely,

Reginald R. Layton

Reginald K. Layton Chairman - SMSDC

#### 2018 SMSDC BOARD OF DIRECTORS

#### Chairman

Reginald K. Layton VP Supplier Diversity & Supply Chain Sustainability Johnson Controls Inc.

#### **General Council**

Todd Reed Akerman, LLP

#### Treasurer

Darlene Owens Global Supplier Diversity Program Manager Dell

#### **MBEIC Chair**

Beatriz Fernandez Business Development Director DataXport.net, LLC

#### Parliamentarian

David Feldman Supply Chain Advisor Chevron

#### **President & CEO**

Karen Box SMSDC

Shawn Green Director, Transactional Excellence & Buisness Automation ConocoPhillips

Dusty Nimmo Director Supply Chain OGE Energy Corp

Max Rutherford Vendor Partner Diversity Manager GSD&M

Randall Anderson General Manager, Toyota North American Purchasing Toyota Carlos Dones Global Supply Chain Operations Applied Materials

Deborah Trevino President & CEO Treco Services

Kevin Jackson Vice President Jackson Enterprises



# WHO WE ARE

The Southwest Minority Supplier Development Council (SMSDC) established in 1999, is the minority business owner's direct link to corporate America. We are one of 23 Regional Councils of the National Minority Supplier Development Council (NMSDC).

Last year, SMSDC's Corporate Members spent more than \$8 billion dollars with minority businesses. Our 511 minority businesses employed more than 34,000 people, of which 21,000 were minority. Our corporate members represent 18 different industries from advertising and automotive manufacturing, to steel production and high technology. Economic empowerment is essential for all of us to have a measurable impact upon our children's future.

SMSDC is headquartered in Austin with satellite offices in El Paso and San Antonio, TX.

Our service area in Southwest Texas extends from Austin, San Antonio and the Rio Grande Valley along the Texas/Mexican border toward Laredo/Eagle Pass-Del Rio, Midland/Odessa, and back to El Paso. SMSDC also services the entire states of Oklahoma and New Mexico.

#### STAY CONNECTED!

Email us at <u>smsdc@smsdc.org</u> or follow us on social media:

- www.facebook.com/SMSDC
- www.twitter.com/SMSDC\_TX

## OUR Staff

Karen Box President & CEO karen@smsdc.org

#### **Carol Thomas**

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Mayra Peña Marketing & Communications Manager mayra@smsdc.org 915.433.0612

Gabrielle Ramirez Executive Assistant & Project Manager gabrielle@smsdc.org 512.694.0522

Eduardo Muniz-Fraticelli Certification Manager 512.386.8766

# OUR MISSION

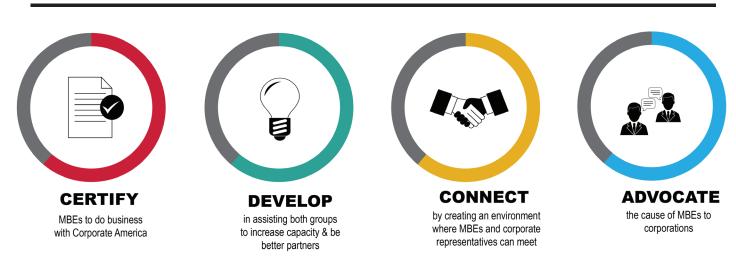


Minority-owned businesses, which represent close to one-third of U.S businesses and impact the economic fabric within minority communities, are paving the way for future diverse generations to continue to grow and thrive.

**Our mission** is to create opportunities and an environment for minority business enterprises to grow and to actively add value for corporate members through positive business relationships.

*Our vision* is to be the best-in-class organization with financial strength, the respect and engagement of stakeholders, leadership, and program excellence.

### FOUR PILLARS

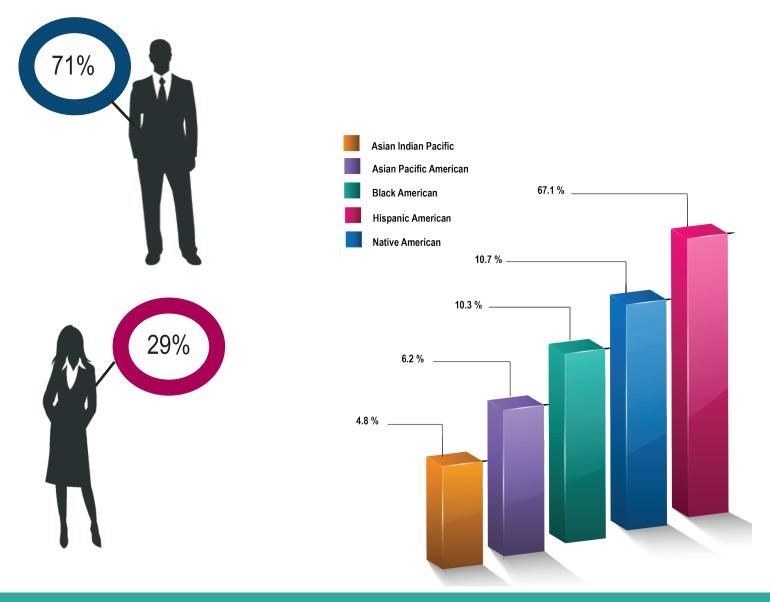


### SMSDC By The Numbers

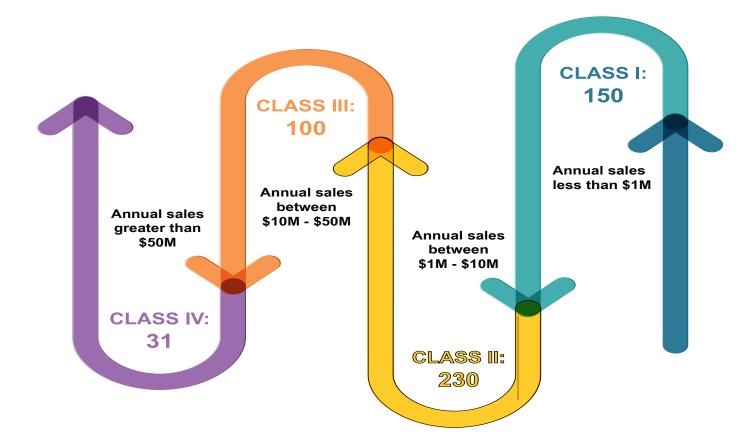
SMSDC connected 511 Certified MBEs to 21 corporations (including 6 national and 15 local corporate members).

### **MBE Gender**

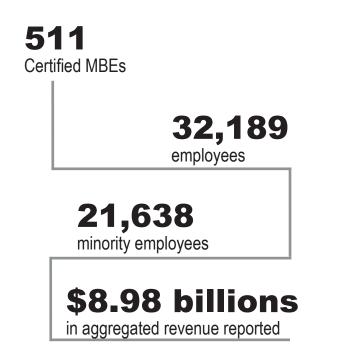
Currently, the number of SMSDC certified MBEs is 511. Of that total, 71% are male and 29% are female.



### **Annual Sales of Certified MBEs**



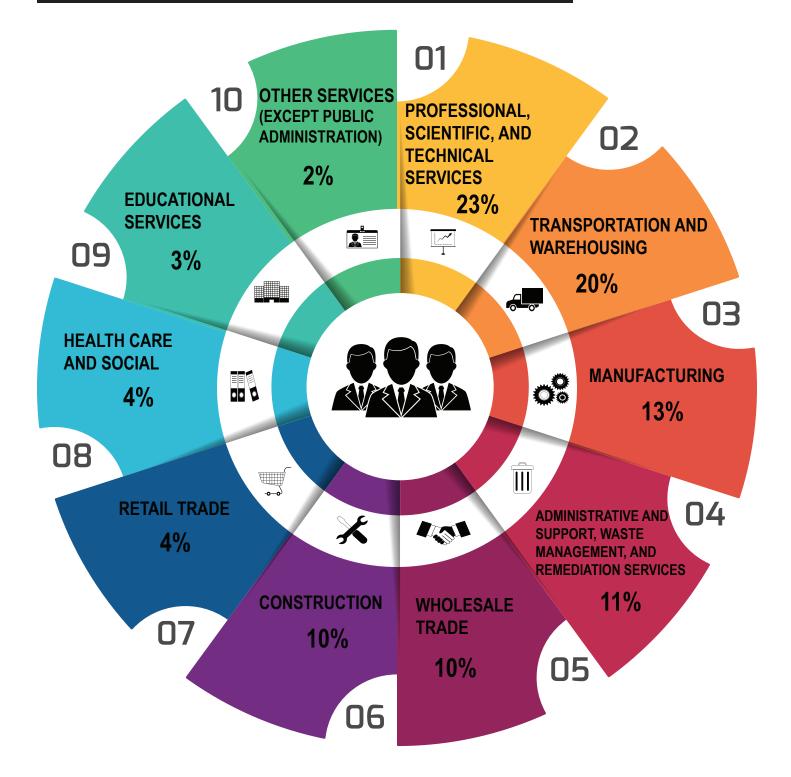
#### **DIVERSIFY OUR ECONOMY**



#### **BID OPPORTUNTIES**

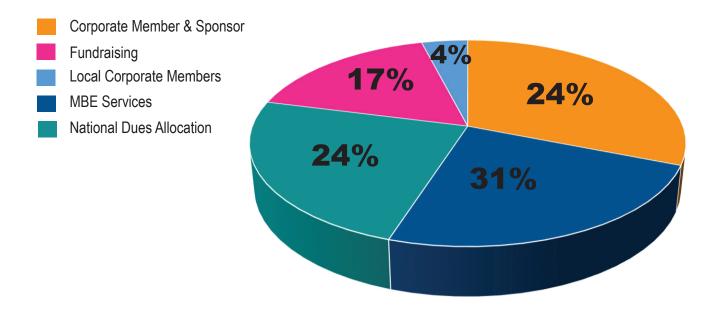


### TOP 10 Industry groups

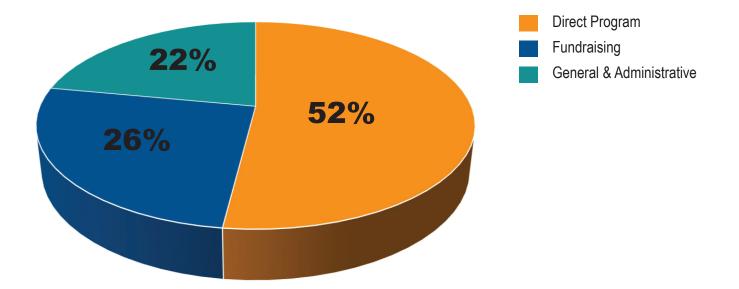


### FINANCIAL ACCOUNTABILITY

#### 2018 FUNDING SOURCES



#### **2018 EXPENDITURES**





#### NATIONAL & LOCAL CORPORATE MEMBERS

Akerman Law Firm **Aldez Containers Applied Materials Bexar County** Chevron **ConocoPhillips** Dell **El Paso Electric Enable Midstream** GSD&M **HVHC Johnson Controls Inc** OGE Energy Corp. Oncor One Gas, Inc **Oklahoma State University** Southwest Research Institute Trellis Toyota USAA **UT-Austin** 

#### **TOP INDUSTRIES**

Advertising Auto Manufacturing Banking Beverage Construction Education Electric Energy Law Services Manufacturing Natural Gas Non-profit Services Oil/Gas **Railroad Solutions Special Services Steel Production** Technology



### **REGIONAL TASK FORCE**

Regional Task Force (RTF) is available in each of our service areas including Austin, San Antonio, El Paso and Oklahoma. Each RTF is supported by an SMSDC staff member in administrative duties required to insure linkage and alignment with the SMSDC body.

Each RTF is created to cover a defined territory more effectively. With specific guidelines and regulations, each RTF develops an annual plan of action to deliver a strategy which will result in high level of success covering the following sections:

- Local networking events
- Educational activities
- Corporate & MBE recruitment
- Build awareness of the Council within the local area

Thank you to all corporate members & Certified MBEs who participated in the 2018 RTFs (*listed below*). We look forward to a very successful 2019.

#### AUSTIN:

Corporate GSD&M Oncor MBEs Eagle Pride Supply RW Gonzales Office Product

#### EL PASO:

**Corporate:** Aptiv Coca-Cola SW El Paso Electric MBEs: Arise Solutions Corporate Comforts DataXport.net ESEI

Lopez Marketing Group Mustang Express Pedraza Customhouse Russell Transport

#### SAN ANTONIO:

**Corporate:** Bexar County

#### MBEs:

Dependable Business Solutions Donald L. Mooney Enterprises Nippy Betz, LLC Texas Mgt Associates Treco Services

#### OKLAHOMA:

**Corporate:** AT&T Federal Aviation OGE Energy Corp Oklahoma Dept of Commerce MBEs:

A1 Staffing & Recruitment Agency Busey Group of OK DRG Professional Svcs Superio ELLYN, LLC The Prir I.S. Technologies Xyant To

Superior Security USA The Printers of Oklahoma Xyant Technology

# **2018** PROGRAMS

In alignment of SMSDC's four pillars, Certify. Develop. Connect. Advocate., education continues to be fundamental. Launched in 2012, SMSDC continues to offer the Developmental Series: Benchmarking Plus & Capacity Plus in each of our signature events. Each signature course is presented by supplier diversity expert Reginald K. Layton, Vice President, Supplier Diversity & Supply Chain Sustainability for Johnson Controls' Inc.

#### **Benchmarking Plus**

For CORPORATE MEMBERS ONLY is a process to accelerate supplier diversity initiatives based on real world experimentation. Benchmarking Plus delivers the tools and management perspective to help your corporation determine what it is doing right and how you can help it improve.

#### **Capacity Plus**

For CERTIFIED MBEs is a process to enhance sales and marketing processes and build their capacity to work with Fortune 500 corporations.





#### 2018 Annual Stakeholders' Meeting - February 19

Hosted by Toyota Motor Manufacturing Texas in San Antonio, TX.

During the annual meeting, Karen Box, SMSDC President & CEO, presented the 2017 Annual Report & State of the Council. SMSDC Corporate Members & Certified MBEs had the opportunity to learn more about SMSDC's goals & initiatives for 2018. 2018 was an election year for MBEIC Chair. All certified MBEs in attendance of this meeting were invited to partipate in the voting process. **Beatriz Fernandez**, Business Development Director with DataXport.net was selected to serve as the 2018-2020 MBEIC Chair. All attendees were also invited to take a tour of the Toyota plant.

Reginald K. Layton, Chairman of the Board, presented the "State of the Network" and introduced SMSDC's Board of Directors. Reggie welcomed and introduced our new board members **Randall Anderson**, General Manager TOYOTA North America Purchasing; **Shawn Green**, Director of Transactional Excellence and Business Automation, **Carlos Dones**, Global Supply Chain Operations, Applied Materials; **Deborah Treviño**, President, Treco Services; **Kevin Jackson**, Vice President, Jackson Enterprises and last but not least, SMSDC's new MBEIC Chair, **Beatriz Fernandez** with DataXport.

Reggie continued one of SMSDC's Four Pillars, "Develop" by conducting the signature courses, Benchmarking Plus & Capacity Plus.





MBE "Idol", introduced in 2017, is a new platform created by corporate member, Dell, to develop and assist MBEs in presenting their "sales pitch" to Corporate America. The annual competition features corporate buyers who will mentor MBEs through three rounds; TRAINING, SEMI-FINALS & FINALS. The winner of MBE Idol is awarded a ONE on ONE exclusive meeting with a corporate executive in addition to a newsletter feature, keynote speaking opportunities and serving as an honorary judge in the following annual competition.

#### CONGRATULATIONS!!!

The 2018 MBE "Idol" winner is Beatriz Fernandez, Business Development Director of DataXport.net, LLC.



"The MBE Idol Contest was extremely exciting every step of the way. Imagine professionals at every stage providing you with feedback on how to improve your message and make a more meaningful and relevant sales pitch! All the participants were great, and I admire everyone's presentations. It was a wonderful learning experience to us all. I am grateful to everyone at the council for this opportunity, and to all the judges who gave of their time to support us MBEs. Thank you!" expressed Beatriz Fernandez, DataXport.net 2018 MBE "Idol" winner



# MBE Showcase

The MBE Showcase is a program sponsored by Corporate America to create a business environment that promotes access and increases business opportunities for minorityowned businesses. It is a forum where major corporations and minority businesses can build business relationships.

MBEs are given a platform to market their products and services to some of the largest corporations in the state of Oklahoma and develop business relationships that could lead to long-term partnerships with major corporations.

#### 2018 Presenters included:

#### **MBEs**

Chickasaw Distributors, Inc., Brad Baker Delaware Resource Group, Jessica Dean MCI Diagnostic Center, Colleen Payne-Nabors Muscogee Staffing Solutions, Michael Shaw Newbold Services, Mark Cones Tiger Natural Gas, Inc., Tamara Walden

#### **Corporate**

Dusty Nimmo, Director of Supply Chain OG&E Energy Corp

Sponsored by:







# **2018** Premier Face Time



With the theme "Innovation & Technology for the Future", SMSDC's 2018 Premier Face Time Expo took place June 6-8th in San Antonio, TX.

Over 180 participants joined the annual conference where the Association of Electric Companies of Texas (AECT) collaborated with SMSDC to bring member electric companies & discuss opportunities with certified MBEs. The three day event kicked off with SMSDC's educational program, Developmental Plus and the semi-finals for the MBE program: MBE "Idol". The event continued with the world-class Buyer's Breakfast Roundtable, a luncheon panelist session and an interactive tradeshow with over 40 exhibiting companies.

The luncheon session, *Supplier Diversity's Role Fostering Innovation & Capacity Building*, featured Randall Anderson, General Manager, Purchasing Supplier Relations, Toyota; Guy Schweppe, Vice President of Procurement of Dell; and Reginald K. Layton, Vice President, Supplier Diversity & Supply Chain Sustainability of Johnson Controls Inc.



SMSDC recognized winners for the annual awards ceremony.

#### Corporation of the Year Award, Manufacturing

• Toyota

Corporation of the Year Award, Special Services

Dell

#### Suppliers of the Year

- Class II OnSite Contracting
- Class III Maldonado Nursery and Landscaping

#### Advocate of the Year

Chuck Hendrix - Toyota

#### **President's Choice Award**

• Kevin Jackson - Jackson Enterprises

# GOLF



The 2018 Premier Face Time Golf Tournament brought over 80 golfers to the beautiful greens of The Resort Course @ La Cantera Golf Club in San Antonio, TX. The full 18 took about 5 hours which was plenty of time to network and discuss business opportunities within each foursome.

"The road to success is always under construction." - Arnold Palmer

Markalas Ludeals Saulain

### TITLE SPONSOR TOYOTA

### **NMSDC Conference & Business Opportunity Exchange IN PICTURES**

SMSDC was proud to co-host the 2018 NMSDC Conference held October 14-17 in Austin, TX. This year's theme, The Global Stage for Innovation & Impact, brought nearly 6,000 attendees and 700 exhibitor booth to the 4 day event!



 Carol Thomas. Rosa Santana. Karen Box & Beatriz Fernandez visiting the SMSDC booth at the **Business Opportunity** Exchange

"Invaluable business connections are essential to stimulating the impact of the economic fabric within minority communities." expressed Karen Box, SMSDC President & CEO

**Karen Box** 



 Karen Box & Reginald K. Layton celebrating during the Awards Banquet



gage both sides of ages economic verse business opportunities. Karen has been featured in the Mr. News and MBC/USA for her commitment and efforts surrounding procurement opportunities to Minority Business Enterprises. She is currently engaged in a development and business growth initiative for SMSDC's stakeholders, "The Plus has been featured in the MBN







Premier Sponsor, ConocoPhillips, at the **Business Opportunity Exchange** 

Debbie Trevino & Beatriz Fernandez attending the Opportunity Accelerator



Premier Sponsor, Toyota, at the Business Opportunity Exchange

### OUR PREMIER SPONSORS

Thank you to our invaluable partners for your continous support throughout the year!

# (HALLENGE WHAT'S POSSIBLE

Fostering a more inclusive and diverse supply base enables Toyota to build Always Better Cars.

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#### ΤΟΥΟΤΑ

# Suppliers as diverse as our solutions

Powering the Possible is Dell's commitment to put technology and expertise to work, where it can do the most good for people and the planet. Our supplier diversity team is a prime example of this commitment — *it's good for our business, our supply chain, our customers and our communities.* 

DELL

Learn More at dell.com/supplierdiversity



### It's all business to us.

As a global leader in sustainability with 170,000 employees serving clients in 150 countries, we take the business of building a diverse supply chain just as serious as the business of building a brighter, more sustainable world.

Our leadership in sustainability extends to the way we accomplish our work and the values that guide us. To that end, we engage more than 700 diverse suppliers who represent more than 50 product and service categories. In 2013, they generated more than \$1.9 billion in diverse spend.

At Johnson Controls, when it comes to supplier diversity, we mean business. To learn more about our supplier diversity initiative, visit: *johnsoncontrols.com/supplierdiversity*.





# Focused on Excellence

ConocoPhillips is excited to be involved with every aspect of the communities where we operate. Providing minority-owned and womenowned businesses access to business opportunities is just one way we demonstrate our commitment to the community. We celebrate the differences in our cultures and backgrounds and by seeing opportunities from a diverse perspective, we share in success. If your eligible minority-owned, women-owned, veteran-owned, LGBT-owned or small business is focused on excellence, visit *www.supplierdiversity.conocophillips.com* and fill out your supplier profile today.





Companies should reflect the communities they're a part of. At Chevron, we support small, minority-, women- and LGBT-owned businesses where we operate. Working with qualified, knowledgeable local suppliers creates value for our business. And helps strengthen the local economy.

Learn more at chevron.com



human energy\*

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MORE BUSINESSES.

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in streamlining non-core operations so our clients can focus on their core objectives.



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MRO Crib Management

Distribution Center Services

Warehousing

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#### Production Line Support

Production Line Support

**Line Side Delivery** 

Line Side Sequencing Repackaging

Subassembly

With existing locations in Michigan, Ohio, Kentucky, Texas, Indiana and North Carolina, we are actively expanding our footprint to meet the needs of our customer base on site or near site locations. Our joint venture with Tri-Wall gives us the global reach to serve our increasingly global customer base.







4260 Van Dyke Suite 108 Almont, MI 48003 (586) 530–5314 | www.aldezna.com

# Powering Growth TOGETHER®

Growing business is OG&E's business. We're proud to grow relationships with small and large suppliers that share our values and ethics. By partnering with SMSDC, OG&E receives the highest valued products and services, allowing us to always serve our customers with excellence.

If you are a potential partner and share these same commitments, then we would like to hear from you. **Learn more about doing business with OG&E** at **oge.com**. OG&E Supply Chain Fact

In 2017, OG&E spent over \$30 million with 112 diverse suppliers.



© 2018 OGE Energy Corp.

# Millennium

# Steel of Texas

Millennium Steel of Texas, LP is a forward thinking company that has a commitment to supplier diversity, provides 100% on-time delivery and unequaled quality to our customers.

1 Lone Star Pass, Bldg. 12 San Antonio, Texas 78264 (210) 208-6930



Avanzar Interior Technologies supplies automotive interiors for Toyota Motor Manufacturing Texas, Inc's plant in San Antonio and Toyota Motor Manufacturing de Baja California in Mexico. Located in San Antonio, TX, Avanzar has joint venture companies, its partners including: Adient, Yanfeng and San Antonio Technologies.



#### www.avanzar.com

# Achieve your business technology goals!

GENES

# **GENESIS is proud to be part of the SMSDC community.** We wish all of our friends and peers a fun and

productive week!

Over the last fourteen years, Genesis has grown steadily thanks to one thing: customer loyalty. Throughout those years, we have added new services, technologies, and personnel in support of the changing demands of our clients. Genesis is more than a technology services provider; we are a technology solutions partner. Time after time, our clients turn to us to help solve their most pressing business challenges. And time after time we answer those challenges through innovation, expertise, and a laser focus on our clients' needs. At Genesis, creating technology solutions is what we do. Let us learn more about the challenges facing your business today, and we'll show you what it means to have a true solutions partner on your side.

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ENTERPRISE SOLUTIONS

CLOUD SOLUTIONS

> SECURITY OLUTIONS

www.genesisnet.com



Established in San Antonio, Texas in 1986, Operational Technologies Corporation (OpTech), is a minority owned company committed to providing technologically advanced solutions for our global clients by applying the highest levels of integrity.

Our Foreign Trade Zone (FTZ) allows you to defer, reduce or even eliminate the duties of your imported components.











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198 FRIEND

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# Celebrating over 14 years of partnership with SMSDC!



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### www.drgok.com

### **Partnering with SMSDC!**

We would like to thank all of our corporate members and certified MBEs for their support of SMSDC's 2018 events!





#### Annual Stakeholders' Meeting March 5, 2019 Toyota Motor Manufacturing San Antonio, TX

New Mexico Mixer March 28, 2019 TBD Albuquerque, NM

#### **MBE Showcase**

April 11, 2019 Oklahoma State University Stillwater, OK

#### Premier Face Time Expo

June 12-13, 2019 The Westin Riverwalk San Antonio, TX Premier Face Time Golf June 14, 2019 The Resort Course @ La Cantera Golf Club San Antonio, TX

#### New Frontier Buyer's Breakfast Roundtable July 31 - Aug 1, 2019

The Skirvin Hotel Oklahoma City, OK

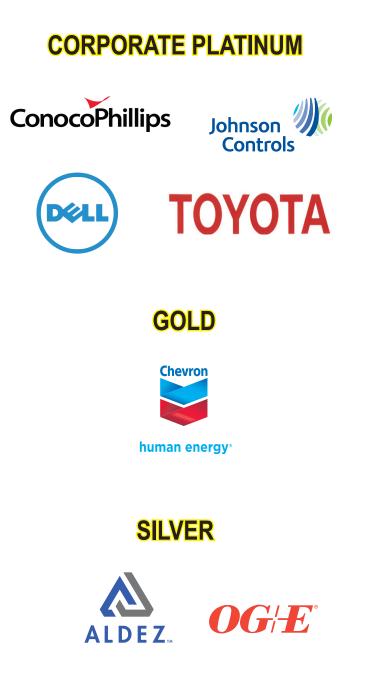
#### Diversity at the Border Buyer's Breakfast Roundtable

September 11-12, 2019 The Doubletree Hotel El Paso, TX



P.O. Box 151267 Austin, TX 78715 O: 512.386.8766 www.smsdc.org smsdc@smsdc.org

### **2019 PREMIER SPONSORS**



#### **CORPORATE MBE**



#### GOLD













