AGENDA

Welcome & Chairman’s Message
  Archie Meyer
  Strategic Direction
  Standing Committees

President’s Message
  Ingrid Robinson
  Events & Programs
  2020 Performance Review
  HMSDC Staff
  What’s Next

Special Recognition
  Che McFerrin

Thank You
  Ingrid Robinson

Open Discussion
  Archie Meyer
CHAIRMAN’S MESSAGE
Archie Meyer, ExxonMobil

• Business climate requires organization transformation
• Focus on the organizations financial viability
• Demonstrate membership value
• Engaged Leadership (Board Scorecard)
STRATEGIC DIRECTION
## 2021 ANNUAL MEETING

### Strategic Direction

<table>
<thead>
<tr>
<th>Workset</th>
<th>Activities</th>
<th>Outputs</th>
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</thead>
</table>
| **Workset A:** Strategy Articulation | • Formed an understanding of HMSDC’s mission, structure, and operations  
• Interviewed stakeholders  
• Facilitated strategy working session | • Refreshed HMSDC Strategy  
• Prioritized list of high-level activities based on strategic objectives |
| **Workset B:** Organizational Design & Performance Management | • Conducted 2 rounds of staff interviews  
• Determined 2021 compensation budget  
• Researched performance management needs  
• Surveyed committee leadership | • Recommended organization  
• Performance management process  
• Recommended committee restructuring |
| **Workset C:** Program Rationalization | • Rationalized all programs, events, and services to determine most impactful offerings  
• Aligned committee design with program updates  
• Facilitated working session to evaluate initial opportunities | • Strategically aligned prioritized list of programming for 2021  
• Updated committee structure |
HMSDC REIMAGINED.
A Service Delivery Model for the Future

Value to Corp. Members
- Supplier vetting
- Local supplier database
- Prepared / capable MBEs

Value to MBEs
- Certification
- Training & development
- Strategic networking

MBE Benefits
- Business growth
- Access to corporate and government entities
- Access to working capital
- Operational improvement

HMSDC pursues an effective marketplace through MBE development and strategic programming that facilitate commerce between Members and MBEs

Value to MBEs
Provide corporate guidance to MBEs & introduce them to procurement opportunities
Program Rationalization

- **50+ Programs** listed on the formal MBE and Corporate Member "Key Programs and Services" hand-outs.
- **37 Programs** remain for analysis as part of this program rationalization after removing duplicate listings, NMSDC standard operating procedures, and long-term inactive programs.
- **24 Programs** identified for in-depth analysis and opportunity assessment after consolidating program overlap (6), halting new program development (3), and designating unofficial HMSDC or committee-owned Programs & Events (4).
- **10 Programs** remain to be run by HMSDC in 2021 after separating signature events, HMSDC key services, and committee-managed events.
2021 ANNUAL MEETING

OUR COMMITTEE CHAIRS

Nannette Ray  
TNR Accounting & Management Consulting

 Minority Business Enterprise Input Committee (MBEIC)

Maintains a pulse on the needs of minority business enterprises (MBEs) and acts as the voice of MBEs to the Council; focuses on the development and growth of MBEs; as well as the strategic recruitment and retention of qualifying MBEs.

Monica Campana  
Lone Star College

 Supplier Diversity Advisory Committee (SDAC)

Maintains a pulse on the needs of Corporate Members and acts as the voice of the Members to the Council; assists in promoting best practices for growing and developing supplier diversity programs; as well as the strategic recruitment and retention of prime suppliers to drive second-tier engagement.
2021 ANNUAL MEETING

OUR COMMITTEE CHAIRS

Lany Corral
BeAed Corporation
Scholarship Fundraiser Committee

In order to raise the funds, this committee plans and conducts an annual fundraiser to maximize connections and build a fund that supports HMSDC developmental initiatives and outside approved programs MBEs can utilize to develop their businesses.

Tony Samper
American Services Inc.
EXPO Committee

The EXPO Business Opportunity Marketplace is the largest minority business trade-fair and business connection event within the state of Texas. This committee assists in the planning and the implementation of EXPO and all of its related events.

Karen Franklin
City of Houston
Marketplace Committee

Acts as the bridge between minority business enterprises (MBEs) and Corporate Members; facilitates the process of strategic and intentional matching between MBEs and Corporate Members; and aims to increase MBE-to-MBE and Corporate-to-MBE commerce.
PRESIDENT’S MESSAGE
Ingrid Robinson, HMSDC

- Execute Impactful Programs
- Drive Certification Operations Efficiency
- Connect MBEs to Business Opportunities
- Leverage Strategic Relationships
- Support Corporate Supplier Diversity Program Development
- Recruit New Corporations and MBEs
2021 ANNUAL MEETING

HMSDC REIMAGINED.
Events and Programs

Signature Events
• Annual Meeting
• Chief Procurement Officer Summit
• Emerging 10 Awards (E-10)
• EXPO Business Opportunity Conf
• Scholarship Fundraiser

MBE Development Initiatives
• MBE Leadership Academy
• Supplier Idol
• CEO Conversations
• Executive Coaching
• Pathways to Excellence
• Total Business Development
• MBE Accelerator

Marketplace Connectors
• How to do Business
• The LINK
• Lunch with the President
2020 PERFORMANCE REVIEW
2021 ANNUAL MEETING

Our Key Performance Indicators
## Corporate Services KPIs

<table>
<thead>
<tr>
<th>Corp. Services</th>
<th>Result</th>
<th>Target</th>
<th>Trend</th>
<th>Importance</th>
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</thead>
<tbody>
<tr>
<td>Corporate Business Reviews</td>
<td>33</td>
<td>24</td>
<td>✔</td>
<td>9</td>
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<tr>
<td>Corporate Onboarding</td>
<td>7 Complete</td>
<td>7 Complete</td>
<td>✔</td>
<td>0 Complete</td>
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<tr>
<td>Local Corporate Membership</td>
<td>53</td>
<td>1</td>
<td>✔</td>
<td>52</td>
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<tr>
<td>75% Corp Retention Rate</td>
<td>104%</td>
<td>75%</td>
<td>✔</td>
<td>29%</td>
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<tr>
<td>Procurement Referral Notices</td>
<td>1,648</td>
<td>1,200</td>
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<td>448</td>
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<td>Sourcing Opportunities</td>
<td>518</td>
<td>204</td>
<td>✔</td>
<td>314</td>
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## MBE Services KPIs

<table>
<thead>
<tr>
<th>MBE Services</th>
<th>Result</th>
<th>Target</th>
<th>Trend</th>
<th>Importance</th>
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<tbody>
<tr>
<td>Achieve 650 Certified MBEs</td>
<td>683</td>
<td>650</td>
<td>✔</td>
<td>33</td>
</tr>
<tr>
<td>Achieve 75% MBE Retention</td>
<td>111%</td>
<td>75%</td>
<td>✔</td>
<td>36%</td>
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<tr>
<td>Training Academies</td>
<td>19</td>
<td>6</td>
<td>✔</td>
<td>13</td>
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<tr>
<td>Pathways to Excellence</td>
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<td>50</td>
<td>✔</td>
<td>20</td>
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<tr>
<td>CEO Conversations</td>
<td>4</td>
<td>4</td>
<td>✔</td>
<td>0</td>
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<tr>
<td>Supplier Idol</td>
<td>24</td>
<td>30</td>
<td>☒</td>
<td>-6</td>
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**2021 ANNUAL MEETING**
# Key Connectors KPIs

<table>
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<tr>
<th>KEY CONNECTORS</th>
<th>RESULT</th>
<th>TARGET</th>
<th>TREND</th>
<th>IMPORTANCE</th>
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<tr>
<td>Annual Meeting</td>
<td>1</td>
<td>1</td>
<td>▶️0 Complete</td>
<td>Critical</td>
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<tr>
<td>Business Opportunity Conference</td>
<td>3</td>
<td>1</td>
<td>▶️2 Complete</td>
<td>Critical</td>
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<tr>
<td>How To Do Business</td>
<td>3</td>
<td>2</td>
<td>▶️1 Complete</td>
<td>High</td>
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<tr>
<td>Industry Forums</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>High</td>
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<tr>
<td>L.E.A.D. Conversations</td>
<td>8</td>
<td>8</td>
<td>0</td>
<td>High</td>
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<tr>
<td>MBE Matchmakers</td>
<td>1</td>
<td>2</td>
<td>▼-1</td>
<td>High</td>
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HMSDC STAFF
ANGELA FREEMAN | SR. DIRECTOR, CORPORATE SERVICES

- Represent HMSDC at external and community events
- Corporate Recruitment Strategy
- Manage Corporate Member Relationships
- Conduct Corporate Member Business Reviews (CBRs)
- Manage Corporate Member Database
- Support Budget Management
- Support Grant Development
- Oversee Committee & Industry Group Administration
- Facilitate and Respond to Sourcing Requests
- Oversee Strategic Matchmaking
JENERA THIERRY | OPERATIONS/PROJECT MANAGER

- Represent HMSDC at external and community events
- Committee Administration
- Marketplace Events
- Program Management
- Logistics/Scheduling
- Project Execution
- Event Planning
- Knowledge Management
- Grant Coordination and Support

Janera.Thierry@HMSDC.ORG | 713.271.7805
2021 ANNUAL MEETING

OUR STAFF

JERRAD JEFFERSON | MBE DEVELOPMENT MANAGER

• Represent HMSDC at external and community events
• Training & Development Strategy
• Execute of Intentional MBE Development
• Oversee MBE Development Initiatives
• Coordinate and Schedule Strategic Trainings
• Develop Training & Development KPIs
• Support grant development and MBE program statistics
• MBE Consulting
• Certification Support

Jerrad.Jefferson@HMSDC.ORG | 713.271.7805
WHAT’S NEXT
Your **Next 6 Steps**

1. Give Us Your Feedback on the Annual Meeting
2. Sign-up for Houston Methodist Vaccine Townhall *(January 29)*
3. Join a HMSDC Committee and invite another MBE or Corporate Member *(Email: Jenera.Thierry@HMSDC.org)*
4. Sign-up for Supplier Idol *(February 10th)*
5. Complete the 2021 Engagement Opportunity Bundle *(Due February 26)*
6. Read about HMSDC Programs and sign-up *(Programs begin in March)*
SPECIAL RECOGNITION
Thank You For Your Service!

ANTHONY CURTIS | TEKSYNC TECHNOLOGIES
Outgoing MBEIC Chair
A HUGE THANK YOU!
THANK YOU TO OUR MBEIC LEADERS
THANK YOU TO OUR SPONSORS

- CHASE
- Bank of America
- H-E-B®
- Cigna
- ConocoPhillips
- FLUOR®
- VISTRA ENERGY
OPEN DISCUSSION
THANK YOU FOR ATTENDING TODAY’S MEETING