



HMSDC

Houston Minority Supplier
Development Council

Corporate America's leading connector to minority business growth

***“Leading... Innovating...
Leveraging... and Growing”***

HMSDC Value Proposition

“You simply can’t separate HMSDC from business growth in Houston and beyond.”

VISION

The Houston Minority Supplier Development Council (HMSDC) is recognized as a model in setting the highest standards of excellence by bringing Corporate Members and Minority Business Enterprises (MBEs) together to create mutual value.

MISSION

The mission of HMSDC is to actively involve its members in efforts that will increase and expand business opportunities and business growth for Minority Business Enterprises and to drive excellence in supplier diversity and supplier development.

OVERALL POLICIES/PRINCIPLES

In carrying out its mission, the Houston Minority Supplier Development Council will:

- Be accountable to Corporate Members, MBEs and the Community for verifiable results in minority business development.
- Be a recognized standard of ethics, quality, leadership, cooperation and prestige, reflective of member pride and commitment.
- Promote business opportunities and capabilities of minority entrepreneurs, and work to eliminate barriers to equal economic opportunity for MBEs in the marketplace.
- Be proactive in helping MBEs respond to issues and developments which impact their business opportunities and growth.
- Promote educational research activities and services directed at the establishment, development, expansion and encouragement of minority-owned businesses.
- Be a reliable, effective source for identifying capable and competitive MBEs.
- Help corporations and government agencies develop, maintain and expand minority business development programs and recognize those that conduct outstanding programs.

EXECUTIVE SUMMARY

Texas is ranked the second Best State for Business in our nation, according to Forbes Magazine. Increasingly Houston is also receiving recognition as the most diverse city in the nation, and has been named the number one city for minority-owned businesses. Houston also reigns as the top major metro area in Texas for minority entrepreneurial success according to a recent study by Lending Tree, which measures the success of minority entrepreneurs in the country's 50 largest metro areas. It is our resilience, diversified business base, and private sector growth that allows us to compete and excel in a competitive global economy.

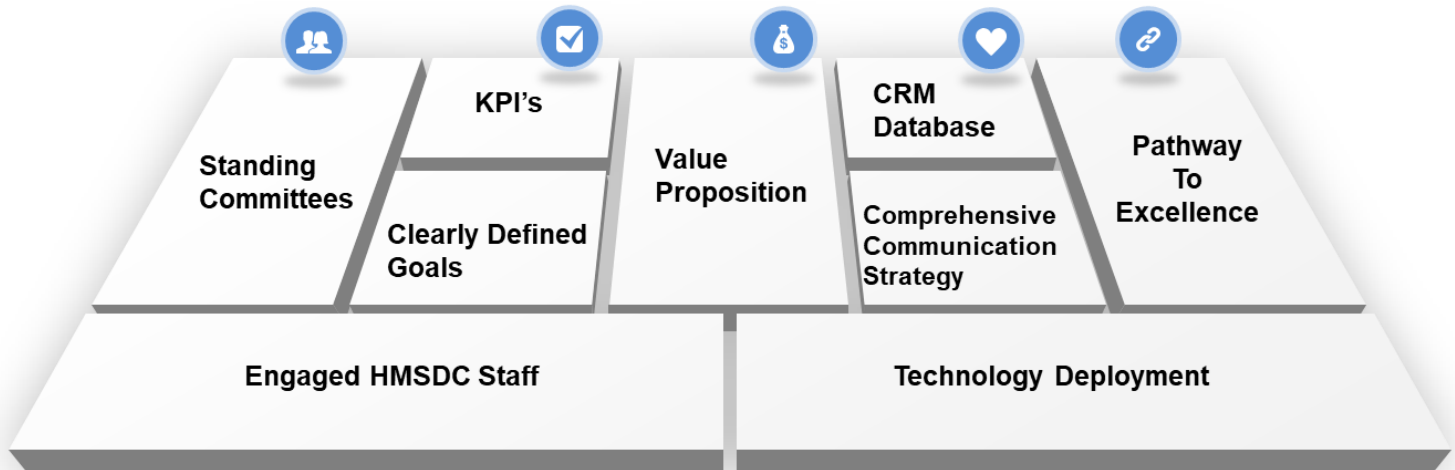
Factors driving Houston's economy are quickly changing. The ripple effects of disaster recovery will continue to cause significant challenges, but also creates opportunities. HMSDC plans to focus on the recovery process that continues for many of our MBEs. Both infrastructure and recovery projects planned for 2019 will provide opportunities for professional service and product driven businesses. Minority Business Enterprises (MBEs) can bring cost savings, innovation, performance enhancements and even new business to the table to bolster the economy. This is a time when MBEs have opportunities available that they can grasp, and HMSDC is here to help make that happens!

Our economic strength has been predicated on many factors including oil prices, diversifying industries and geography. The economy began this year with increased uncertainty due to the fourth-quarter decline in oil prices; trade uncertainty; and volatility in financial markets. Further improvement in the price of oil is key to Houston's near-term future recovery. HMSDC is committed to the success of our MBE suppliers and our Corporate Members. We are positioned to help MBEs be attractive to our corporate members and to set a certification and education bar that concretely demonstrates the strength and depth of our MBEs. HMSDC continues to maintain and develop a strong cadre of programs that meet today's challenges and positions serious MBEs for unprecedented success.

By taking a focused approach to HMSDC programs and services, HMSDC will help keep Houston ranked number one for minority entrepreneurship. We will work with our Corporate Members to increase the value, impact and ROI of your supplier diversity programs. For MBEs, HMSDC will open doors to new opportunities through certification, develop a personal growth plan for any interested MBE, connect you face-to-face with potential customers, and surround you with the information and insight to achieve long-term sustainable growth.

You simply can't separate HMSDC from business growth in Houston and beyond.

PERFORMANCE AND BUILDING BLOCKS



STRATEGY ON A PAGE

<div>Key Benefits</div>	Leading	Innovating	Leveraging	Growing
	Leading through targeted Program Delivery	Innovating ways to build capacity of MBEs	Leveraging affiliate partner relationships	Growing new opportunities in the Middle Market
<ul style="list-style-type: none"> Programmatic focus on capacity building Consistent Messaging across all communication mediums Technology utilization to increase involvement and effectiveness of program delivery Targeted member engagement and tracking 	<ol style="list-style-type: none"> Execute high priority programs that will provide the most significant impact to MBEs and Corporations Deploy technology platforms that will facilitate member communication and collaboration and 	<ol style="list-style-type: none"> Launch initiatives designed to rapidly increase the capacity of MBEs Support the opening of new markets, middle market firms, and industries to MBEs 	<ol style="list-style-type: none"> Develop partnerships and foster synergies with organizations and governmental entities aligned with the mission of HMSDC. Leverage CRM to monitor and maximize each MBE and Corporate Member experience. 	<ol style="list-style-type: none"> Obtain member feedback to allow for self-correction to adjust operations, programs and services to achieve desired outcomes. Increase corporate commitment by branding programs based on corporate member needs and focus.

HMSDC's VALUE PROPOSITION

CORPORATE VALUE...

- A centralized corporate platform
- Local database to facilitate sourcing
- MBEs with skill and capacity
- Tools and support to drive second-tier
- Coaching, mentoring and training of MBEs
- Advanced access to and nomination for corporate and executive awards
- Media coverage with HMSDC print, television and other media partners.

MINORITY BUSINESS ENTERPRISE VALUE...

- Access to new middle market prime suppliers
- Local database access to identify corporate and MBE contacts
- Access to corporate led training
- Self-assessment tool to identify areas of vulnerability and growth
- Executive Coaches
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LEADING. Leading through targeted Program Delivery

Provide unparalleled levels of competent MBEs with capacity

- **MBE Directory** - Provide a directory of credible MBEs and Corporate Members, monthly audits and update of NMSDC Central. (Staff)
- **Reciprocal Certification** – HMSDC certification accepted by Corporate America, State of Texas, City of Houston, and others. (Certification Compliance)

Increases MBE visibility and credibility

- **Certification & Recertification** - Maintain highest standards of certification and recertification. (Certification Compliance)
- **Process Efficiency** - Drive efficiency in HMSDC processes through the use, adoption and training of staff on Microsoft suite of applications and the deploying of a CRM system. (Staff)

Launches you on your personalized pathway to success

- **EnterChange** – Conduct monthly sessions to welcome and orient newly certified MBEs and place video on website. (MBE Services)
- **Ambassadors** – Recruit and manage Ambassadors to assist in acclimating newly certified MBEs to HMSDC. (MBE Services)
- **Corporate Member Onboarding** – Conduct an annual meeting and personal orientation of each new Corporate Member within one month of joining HMSDC. Corporate Mixer targeted and recruitment and engagement of corporations in HMSDC's mission. (Staff & SDAC)

INNOVATING. *Innovating ways to build capacity of MBEs*

Develops MBEs so they can grow your company or supplier diversity program

- **MBE Accelerator** - Online assessment and training of MBEs through the MBE Accelerator. (Education)
- **Coaching & Consulting** - Provide hands on coaching and consulting to MBEs. Begin to market coaching and consulting as key service offering through Total Business Development and Coaching Corner. (Staff)
- **MBE scholarships** - Award \$50,000 in MBE scholarships. (SDAC)
- **CEO Academy** - Complete quarterly CEO Academy sessions (Staff)
- **CEO Conversations** - Complete quarterly CEO Conversations sessions (Staff)

Prepares MBEs to do business with Corporate America

- **Pathways to Excellence** - MBEs complete a competency-based self-assessment through Pathways to Excellence. (Pathways to Excellence)
- **Focused training academies** - MBEs attend corporate-led training academies linked to Pathways to Excellence (Education)
- **Supplier Idol** - MBEs participate in the Supplier Idol communications training. (SDAC)
- **MBEIC Forums** - MBEs attend quarterly MBEIC Forums to discuss major projects of large buying entities and explore ways to increase MBE utilization. (MBEIC)
- **Lunch with the President** - MBEs attend quarterly Lunch with the President sessions to explore current market conditions and approaches to doing business in the Houston market. (Staff)

Positions you for success

- **MBE Validation** - Relaunch "Best in Class" supplier evaluations. (Pathways to Excellence)
- **MBE Promotion** - Consult and counsel MBEs to prepare them for prime contracting opportunities.
- **Strategic Alliances and Joint Ventures** - Proactively identify firms with similar product and/or service offerings, financial and operational capacity to undertake larger opportunities through the STAC "Link" program and trainings.

Drives excellence in supplier diversity

- **Levels of Excellence** - Corporate Members use their Levels of Excellence self-assessment to chart progress in maturing their supplier diversity programs. (SDAC)
- **Best & Next Practices** - Best practices shared and next practices explored monthly with corporate members. (SDAC)
- **CPO Summits** - Corporate Chief Procurement Officers (CPOs) attend semi-annual CPO Summits. (Staff)
- **Capacity Building Pipeline** - Program designed to provide private equity investment in MBE firms to rapidly increase capacity in targeted business sectors. (Staff/SDAC)

LEVERAGING. *Networking by connecting and leveraging relationships with affiliate partners*

Leverage thought leaders to incorporate knowledge of a broad cross-section of industries.

- **Matchmaking Luncheon** – Average attendance of 250 at two themed HMSDC luncheons in March and July. (Program)
- **Awards Dinner** – Average attendance of 250 at Emerging 10 Awards dinner co-sponsored by the Houston Business Journal in November. (Program)
- **Golf Tournament** – Host an annual golf tournament raising \$60,000 for MBE scholarships. (Scholarship Fundraiser)
- **EXPO** – 1,200 participants in EXPO Business Opportunity Marketplace. (EXPO)
- **Mixers** – Three mixers held to connect MBEs to corporate decision-makers. (MBEIC)

Surrounds you with the people, information, insight and resources to succeed

- **Industry Groups** – Three industry groups meeting bi-monthly (Construction, Information Technology and Professional Services). (MBEIC)
- **How to Do Business Forums** – Forums held specifically focused on introducing MBEs to business opportunities, processes and decision makers from HMSDC corporate member companies. (SDAC)
- **Weekly Alerts, HMSDC Newsletter & Website** – Published weekly, quarterly and updated regularly respectively. (Staff)
- **Quality Sourcing & Matchmaking** – Hands on sourcing and targeted matchmaking of MBEs to Corporate Members, fellow MBEs and others. (Staff)

GROWING. Growing new opportunities for MBEs through middle market companies

Role models successes from which you can learn

- **Success Stories** – Success stories published recognizing MBE and Corporate Member achievements. (Staff)
- **Awards** – Nominations judged and awards presented to showcase exemplary achievements at HMSDC events in March, July, September and November. (MBEIC, SDAC)
- **Joint Venture/Strategic Alliance Recognition** – Recognize MBEs that have formed successful joint ventures and strategic alliances.

Affirms the value of supplier diversity

- **Economic impact report** – Publicize the Economic Impact Study in varied media and amongst HMSDC corporate members throughout the year. (Staff)
- **Procurement study** – Complete a study and analysis of Corporate Member procurement with MBEs. (Staff)
- **Legislative relations** – Screen elected officials and candidates for public office for municipal, county, state and federal offices. (MBEIC)

Grows membership and prestige

- **Prime suppliers and mid-tier companies** – Involve prime suppliers and middle market companies in HMSDC activities. (SDAC)
- **Targeted MBEs** – Recruit 100 certified MBEs to HMSDC. (MBEServices)