



# HMSDC Annual Meeting

Thursday, January 27, 2022

## Welcome!



# Sponsor Recognition





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**MINORITY & MULTICULTURAL BUSINESS NEWS**



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# Meet HMSDC



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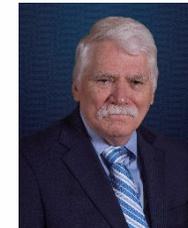
Maxine Buckles  
Chief Financial Officer  
Port Houston



Keith Davis  
President & CEO  
Vaskey Media Group (MBE)



Julie Diehl  
Managing Director – Supply Chain  
Alvarez & Marsal



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Chief Development Officer  
City of Houston

# Board of Directors



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Custom Technology Solutions (MBE)



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President  
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Nannette Ray  
President and Managing Partner  
TNR Accounting & Management  
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Troi Taylor  
President  
TCM (MBE)



Calvin T. Wright  
AVP—Supply Chain Management  
University of Texas MD Anderson  
Cancer Center

# Experienced Staff



**Angela Freeman**  
Sr. Director, Corporate Services



**Thomas Nash**  
Director, MBE Services



**Sabeeta Singh**  
Operations/Project Manager



**Jane Vo**  
MBE Development Specialist



**Selina Gonzalez**  
Certification Specialist



**Karen Nguyen**  
Communications Specialist



## Our Service Promise

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

# Agenda

- 2021 Year End Recap
- 2022 Strategic Plan
- Departmental Focus
- National Minority Supplier Development Council (NMSDC) Update
- Leadership Q&A
- Standing Committee Plans of Work Overview
- MBE Development Program Graduation
- Closing Remarks and Call to Action

# 2021 Year End Recap



# 2021 Corporate Membership and Community Partners

## *Houston's Largest Private and Public Employers*

**60**

Local Corporate  
Members

**500+**

National Corporate  
Member

## *Partnering for Impact*

**100+**

Community Partner  
Organization

# 2021 Demographic Data

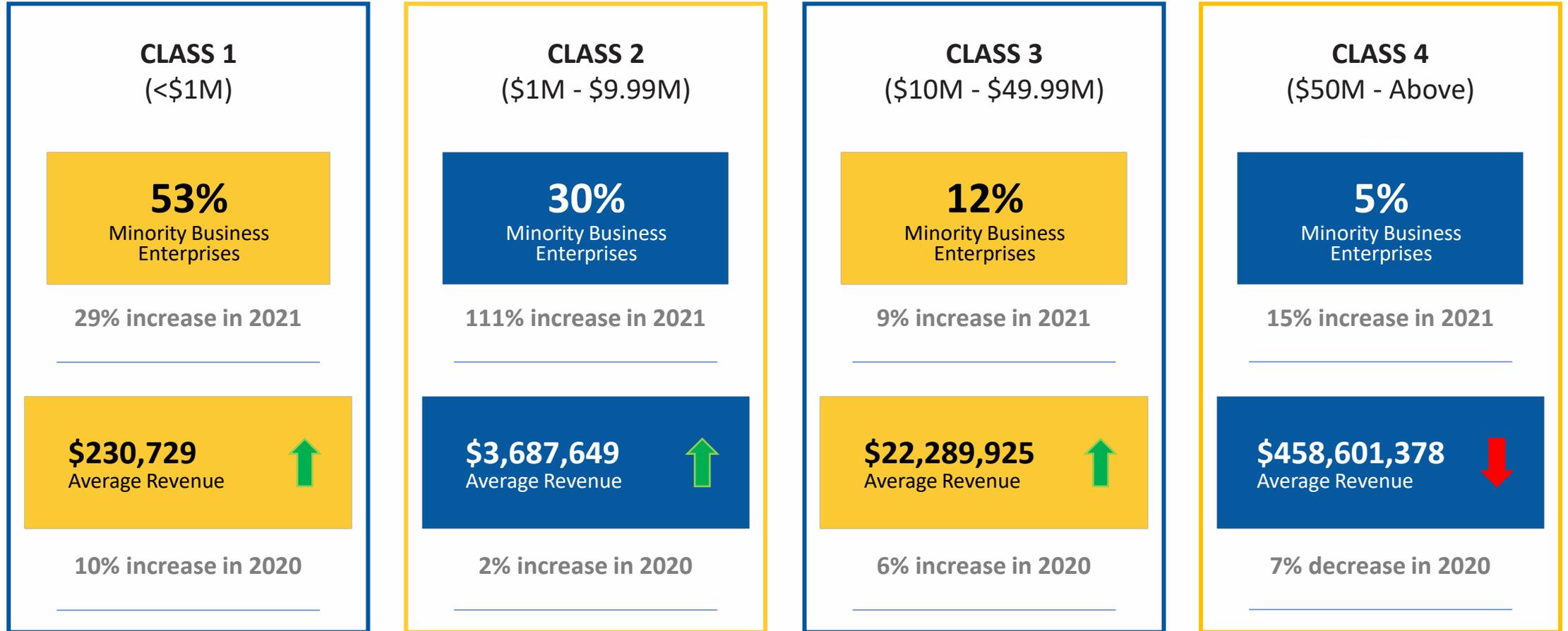
**823**

Certified Minority  
Business Enterprises

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- **Black American – 44%**
- **Hispanic American – 27%**
- **Asian Indian American – 18%**
- **Asian Pacific American – 9%**
- **Native American – 2%**

# MBE Certification by Class and Revenue Growth



**LEVEL UP**

**Leadership**  
**Expansion**  
**Value**  
**Execution**  
**Leverage**

# 2022 STRATEGIC PLAN



# Quality Events & Intentional Programming

5

## Signature Events

- Annual Meeting
- Chief Procurement Officer Summit
- Emerging 10 Awards (E-10)
- EXPO
- Scholarship Fundraiser

7

## MBE Development Initiatives

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

5

## Marketplace Connectors

- How to do Business
- Industry Forums
- L.E.A.D. Conversations
- Lunch with the President
- Matchmakers

# Leadership

- Drive the agenda for MBE Development and capacity building
  - Disparity Studies (Colleges and Universities)
  - Local Government Engagement (City and County)
  - One Houston Together Initiative (GHP)
  - Houston Galveston Area Council (HGAC)
- Increase our sphere of influence in emerging and growth industries

## Emerging Industries

- Renewable Energy
- Aerospace
- Information Technology

## Growth Industries

- Healthcare
- Construction
- Transportation



# Expansion

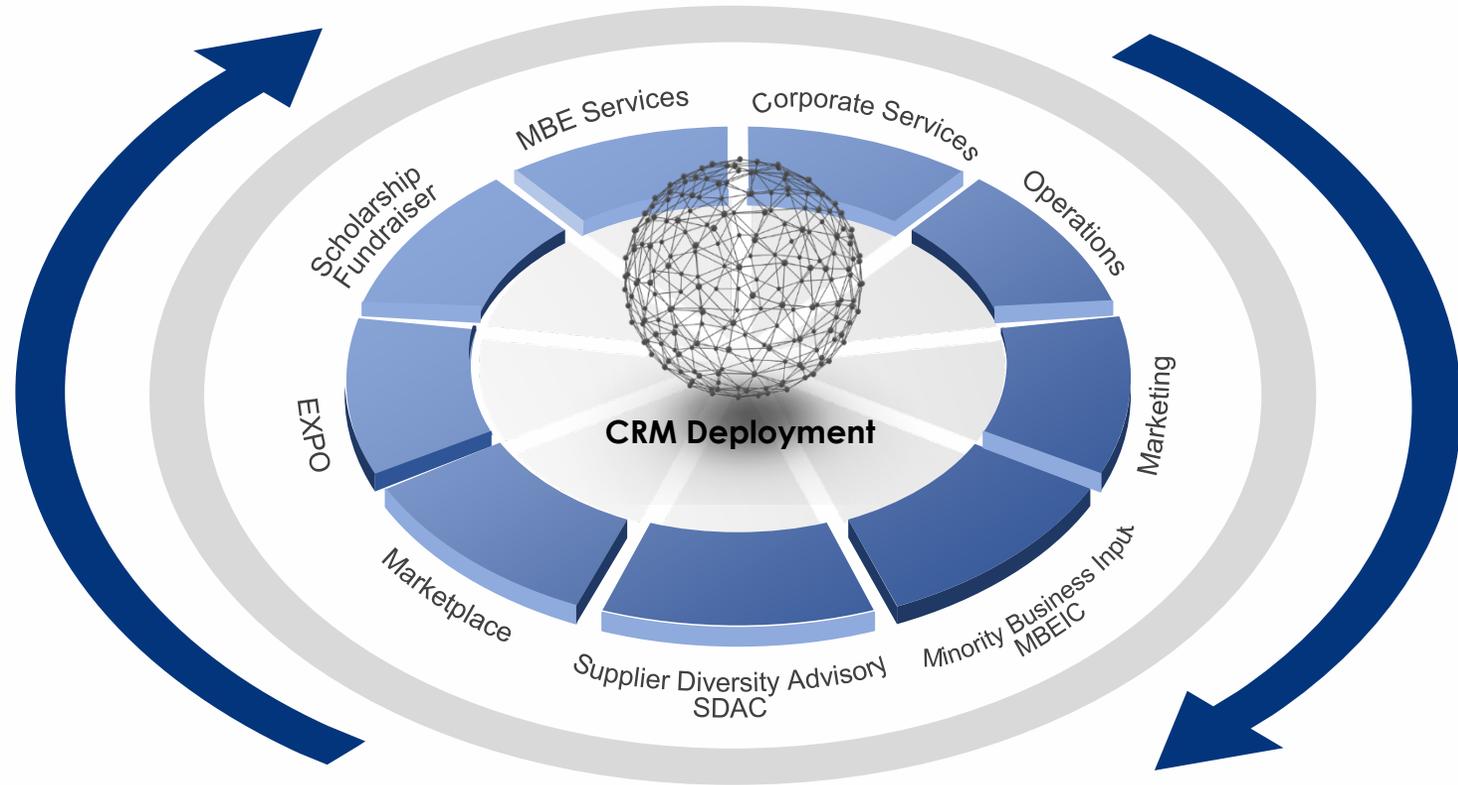
- Strengthen strategic partner relationships to grow MBEs
    - Rockefeller Foundation
    - Greater Houston Partnership
    - Ethnic Chambers of Commerce
    - US Small Business Administration
  - Increase media coverage through effective marketing to tell our stories
    - Houston Business Journal
    - KPRC Channel 2
    - ABC News
    - Minority Business News
- 



# Value

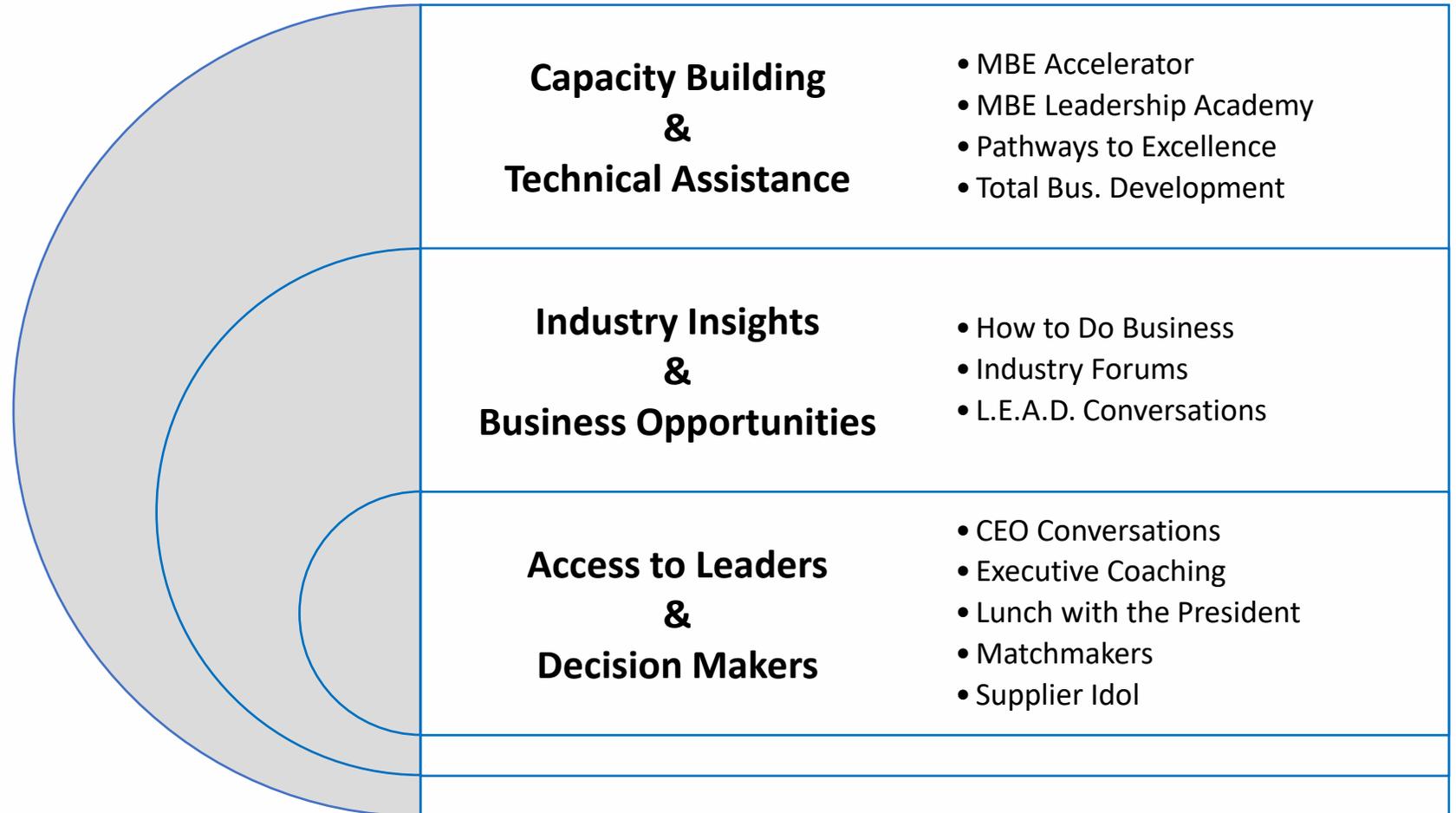
- Be results driven and measure impact
    - Optimize the certification process to reduce approval time to 30 days from complete submission to approval
    - Track procurement opportunities shared, bid and won
    - Develop and share resources, tools and templates that corporate members can leverage to grow SD programs and MBEs can leverage to gain insight and grow their businesses.
- 

# Execution



**Effective Service Delivery**

# Leverage





# Angela Freeman

*Senior Director, Corporate Services  
Corporate Services Department*





# Corporate Services

- Cultivate private and public relationships that will increase corporate membership and engagement to create opportunities for MBE suppliers.
  - Source procurement opportunities and coordinate procurement events to identify and connect qualified MBEs to facilitate matchmaking with private and public sector entities.
  - Transition supplier diversity from programming to procurement. This will assist in increasing minority business utilization.
- 



## Leadership

### Supplier Diversity Toolkit and Program Managers Training

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- HMSDC will equip our members with a supplier diversity toolkit that supports the components of the Levels of Excellence Corporate supplier diversity program assessment. The dual-track Supplier Diversity Program Managers training will provide both new and seasoned supplier diversity professionals with information they need to support their journey to include more diverse suppliers across their supply chain.



## Expansion

### Corporate Onboarding and Business Reviews

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- HMSDC seeks to develop a standardized onboarding experience for all new corporate members to ensure the early engagement and involvement of these companies in HMSDC. While we know bringing in new corporations and opportunities are important for MBE growth, we believe it is just as important to ensure we are meeting the needs of existing corporate members. The utilization of corporate business reviews (CBRs) will provide the insight we need for continuous engagement and improvement in service levels.

## Value

### Procurement Forecasts

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- HMSDC believes that procurement should be done with a purpose. HMSDC is requesting corporate member procurement forecasts to allow proper time for sourcing and MBE supplier identification. The goal is to move beyond simply sharing business opportunities, but proactively engage and track MBE participation in procurement opportunities. It is our goal to provide MBEs the time needed to prepare, form teaming agreements, and competitively approach business opportunities.

## Execution

### Supplier Diversity Program Development

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- Promote continuous improvement of supplier diversity programs by developing a library of best practices and initiating program sharing sessions among corporate members to share learnings and drive program improvements. These focus of these best practices will support HMSDC's Levels of Excellence corporate program assessment tool and promote the growth and development of supplier diversity programs in the private and public sectors.

## Leverage

### Prime Engagement and Committee Participation

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- HMSDC will continue to encourage Corporate Members to promote minority business opportunities through their Prime Suppliers and ensure that the benefits of MBE utilization are communicated and realized across their supply chain.
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# Thomas “T.J.” Nash, Sr.

*Director, MBE Services*

*MBE Services Department*





# MBE Services

- Manage the process and ensure the integrity of the NMSDC certification for minority business enterprises (MBEs) in Houston and its surrounding service territory.
  - Create and execute programs and initiatives that prepare MBEs to meet the supplier needs of private corporations and public entities.
  - Recruit MBEs in product and service areas that meet the sourcing needs of corporate members.
- 

## Leadership

### Developmental Programs

- These developmental initiatives are designed to assist our MBEs in scaling their businesses through targeted training and technical assistance designed to strengthen their ability to compete effectively in an *everchanging* business marketplace. Our MBEs benefit from the credibility, training, coaching and mentoring in management, technical capabilities, financials, and procurement assistance. Expanding access to key decision-makers and procurement executives are key benefits of completing HMSDC development programs.

## Expansion

### MBE Recruitment and Retention

- Deploying our programs and outreach efforts across a wider span of our service territory is essential to an expanding business geography across counties and outside of the greater Houston area. Our focus is to ensure that our service promise and service delivery model align with the perception of our stakeholders at all times. Ensuring a consistent approach to grow certified MBEs across our geographic service territory, diverse ethnic groups, products/services and revenue classes are important to meet the needs of our growing corporate membership.

## Value

### MBE Coaching, Engagement and Committee Participation

- Active MBE involvement in the Council is critical to connecting minority business owners with corporate decision-makers. MBEs also play an essential role in ensuring the staff and board of directors understand the needs of our certified MBEs. While we understand the needs of each MBE company may vary, it is through coaching, engagement and active committee participation that we meet those needs and provide the support to grow and expand. It is through active committee participation that friendships, support and meaningful connections are built.

## Execution

### Certification and Subscription Services

- While NMSDC's certification administered by HMSDC is considered the certification gold standard and is the only nationally recognized certification for minority business enterprises (MBEs) by the private sector. MBEs are seeking more value in local markets. HMSDC reputation for quality is being expanded by reducing processing time for new and renewing certifications. The value of its certification is being increased through its Memoranda of Understanding with all local and state certification entities to accept or expedite certification for HMSDC certified MBEs and subscriber MBEs.

## Leverage

### MBE Business Reviews and Strong Capability Matches

- Understanding the needs of MBEs and the challenges they face in the marketplace is essential to our efforts to remove barriers to business opportunities and build capacity of MBEs. With the institution of MBE Business Reviews (MBRs), we will use this insight to communicate challenges to corporate members and develop programs and solutions to meet their needs. HMSDC will also work closely with MBEs to ensure that their capability statements are accurate representations of their business offerings to improve the accuracy of our sourcing and matchmaking for private and public sector business opportunities.



# Dr. Sabeeta Bidasie-Singh

*Operations/Project Manager*

*Operations and Marketing Department*





# Operations/Marketing

- Scale HMSDC's service delivery model by leveraging human and machine intelligence to drive operational efficiencies – resulting in better customer experiences.
  - Unleash the innovation of the organization by enabling smarter and faster data-driven decisions to achieve HMSDC's goals.
  - Oversee the Council's marketing strategy to increase awareness, promote programs and events and increase overall engagement with HMSDC.
- 



## Leadership

### Agile Operations Management

- Scale and capacity to respond quickly to business changes directed with data and business intelligence. We will focus on individuals and interactions that are supported by tools and processes; member collaborations; openness to innovation; focused outcomes; streamlining communications and achieve nimble operations.



## Expansion

### Customized CRM

- Roll out the CRM as the dedicated Integrated Tool to communicate with our MBEs, Corporate Members and Community at large with a more targeted strategy in stakeholder reach. The CRM ties into our AGILE strategy as we move away from communications and data silos.

## Value

### Website Rebuild

- To focus on one SINGLE SOURCE OF TRUTH for our website and house all subsites (EXPO & SCHOLARSHIP FUNDRAISER). Our integrated marketing strategy covers all aspect of the funnel and we have invested in tools to capitalize on the Social Media space and targeted. Communications.

## Execution

### Collaborations

- Coordinate strategic planning across the business services with emphasis on shared services and efficient resource management. Through collaborations and defined operations processes we will deliver increased member services and faster response times. We have also partnered strategically to acquire grants that can really assist our members scale to the next level.

## Leverage

### Data and Networks

- HMSDC has implemented a number of strategies to capture, track and measure performance. Data is an integral part of the way forward and the Council will use KPIs and ROIs to measure goals. HMSDC firmly believes that you cannot manage what you don't measure. As such performance will be tracked across all operations functions and measured against industry benchmarks.
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# Constance Y. Jones

*Senior Director, Network Delivery Services*

*National Minority Supplier Development Council*



**LEVEL UP**

**Leadership**  
**Expansion**  
**Value**  
**Execution**  
**Leverage**

# Leadership Q&A



**LEVEL UP**

**Leadership**  
**Expansion**  
**Value**  
**Execution**  
**Leverage**

# Standing Committees



**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.





## Leadership

### Prime Supplier Engagement

- Most supply chain sourcing models in both the private and public sector leverage the expertise and capacity of its largest prime suppliers (tier-1) to reduce costs and manage smaller suppliers – allowing them to focus on value creation in the core components of their business. While this model has proven effective, it has made it more difficult for MBEs to join their supply chains. HMSDC’s prime supplier engagement initiative will focus on recruiting those companies to HMSDC and connecting them to qualified MBEs with whom they can do business.



## Expansion

### Corporate Ambassador Program

- Incorporate a corporate ambassador program to assist new corporate members in becoming acclimated to HMSDC’s culture, programs, and activities. Corporate Ambassadors are committed to helping their peers succeed and become active contributing members of HMSDC.

## Value

### Local Program Managers Meeting

- Designed for new supplier diversity program managers/coordinators, this meeting will assist corporate members in establishing key strategies that align with their company’s overall business goals and objectives. The meeting will provide essential information to integrate supplier diversity into the supply chain procurement process. For seasoned Managers/Coordinators, the seminar will offer trends and tools to expand and strengthen tier-2 supplier engagement.

## Execution

### Best Practices Library

- Promote continuous improvement of supplier diversity programs by developing a library of best practices amongst corporate members of HMSDC. These best practices promote the growth and development of supplier diversity programs in the private and public sectors.

## Leverage

### Procurement Process Documentation

- To level the playing field for MBEs, HMSDC will begin working with corporate members to document supply chain procurement processes. The purpose is to assist corporate members with the full integration of supplier diversity into the procurement process rather than executing it as a separate initiative or “add-on” to the process. By incorporating supplier diversity into the process, program managers can more effectively identify and involve MBEs at the early stages of procurement opportunities, not once the RFP is designed and published.
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## **Nannette Ray**

*TNR Advisors &  
Management  
Consultants*

# **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.





## Leadership

### MBE Recognition

- Telling the stories of our corporate advocates and recognizing the excellence our MBEs bring to Houston's business community is an important role that HMSDC plays in promoting minority business development. The MBE input on targeted corporate awards like Helping Hands, Advocate of the Year and others are important in recognizing significant corporate engagement with MBEs.



## Expansion

### MBE Ambassador Program

- Getting MBEs engaged in HMSDC is vitally important to their success with developing relationships that can lead to business opportunities and to gain the critical business skills and processes expected from private and public sector entities in today's business marketplace. MBE Ambassadors are committed to helping their peers succeed and become active contributing members of HMSDC. Through the development of an Ambassador Orientation Kit, we will standardize the new MBE onboarding experience increasing the success rate of MBEs in utilizing the services of HMSDC.

## Value

### MBE Targeted Marketing

- Helping MBEs make the right business connections is one of the most valuable tools in the HMSDCs toolbox. Developing directories designed to assist MBEs with targeting customers is essential. Directories include: MBE directory; Corporate directory; and Professional Services directory.

## Execution

### MBE Mixers

- It is common knowledge that people do business with people they know, trust and respect. Promoting greater MBE-to-MBE spend through training, education, advising and collaboration can be done while having fun. Increasing networking opportunities at these planned networking mixers will provide the opportunity for MBEs to share success stories and best fit strategies in a social setting.

## Leverage

### MBE-to-MBE

- Generating business for MBEs with corporate members of HMSDC is important, but it is also important that we promote MBE-to-MBE Business opportunities. MBEs can buy from those that buy from them. This is an easy way to increase awareness of other MBE businesses and recirculate revenue between our certified MBEs.
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- 



**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.





## Leadership

### Industry Forums

- Industry Forums plays a pivotal developmental role in providing a space for SME's who may/may not be part of the HMSDC/NMSDC network to share ideas and challenge norms. As an advocate Stakeholder Engagement/Public Relations in the vehicle that drives the outward perception of the council. Marketplace Committee manages the public sphere around the business landscape across our service areas. The value of providing a safe space for our corporate members and MBEs to talk is intangible but crucial. These interactions are intentional to promote dialogue which ultimately leads to solutions.



## Expansion

### Increased Collaborations and Opportunities

- In 2022, HMSDC will be hosting specific segment Industry Forums in line with "How to Do Business" and "L.E.A.D. Conversations". Ideally, the Corporate led discussions will help our MBEs level up by sharing "Best Practices Guides", RFP strategies, Supplier Diversity Requirements, Opportunities for Procurement and Prime Supplier details.

## Value

### Develop, Advocate, Connect

- There are fundamental pillars of HMSDC and the role of the Marketplace in bringing these pillars together is instrumental in member value creation.

## Execution

### Success Stories

- We all love a good story, and the Marketplace Committee does an amazing job at capturing MBE Success Stories and best fit strategies so that we can have shared learning and celebrate each other's successes.

## Leverage

### Collaborations

- The industry information and collaboration opportunities generated from the Marketplace Forums are critical to direct the business effort of our MBEs. We continue to promote and support the Marketplace Committee as it is truly collaborative in nature and includes members of SDAC and MBEIC, moving from siloed committees to a singular space.
- 
- 



**Tony Samper**

*American Services Inc.*

## EXPO Commitee

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.



# EXPO Targets

2022 KPIs for EXPO	
Revenue Target	\$250,000
Growth in Sponsorship	15%
# of Corporate Exhibitors	85
# of Attendees	500



**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.



# Scholarship Fundraiser Targets

2022 KPIs for Scholarship Fundraiser	
Revenue Target	\$100,000
MBE Sponsorship	35% of Revenue Target
# of Golfers	175
Silent Auction Donor Goal	\$10,000
Donors to event (food/drinks)	\$5,000



# Jane Vo

*MBE Development Specialist  
MBE Services Department*



# What is Pathways to Excellence?

Pathways to Excellence (P2E) is a business self-assessment and technical training program that assists in the development and growth of minority-owned businesses (MBEs).

P2E unveils the national and international standards and qualification requirements of major corporations and governmental entities through six pillars: Health, Safety, Security, and Environment (HSSE), Cyber Security, Quality, Corporate Policies, Financials, and Technical Capabilities.

**PATHWAYS**  
**TO EXCELLENCE** ©



# Kathy Hall

*President, ATIME4Marketing  
Pathways to Excellence (P2E) – Cohort 1*



# PATHWAYS TO EXCELLENCE<sup>®</sup>

**Graduates**





**James Alexander**  
Expert WSI eMarketing (WSI™)

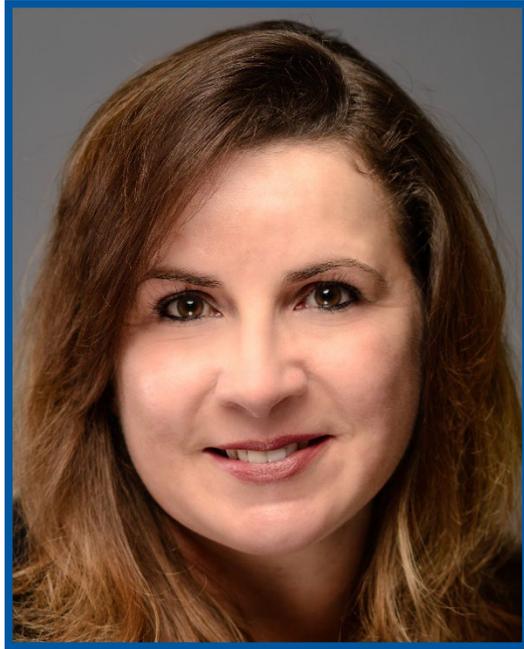


**Jeffrey Baker**  
Socium Solutions LLC



**Pamela Brown**  
HR Technology Consultants, LLC





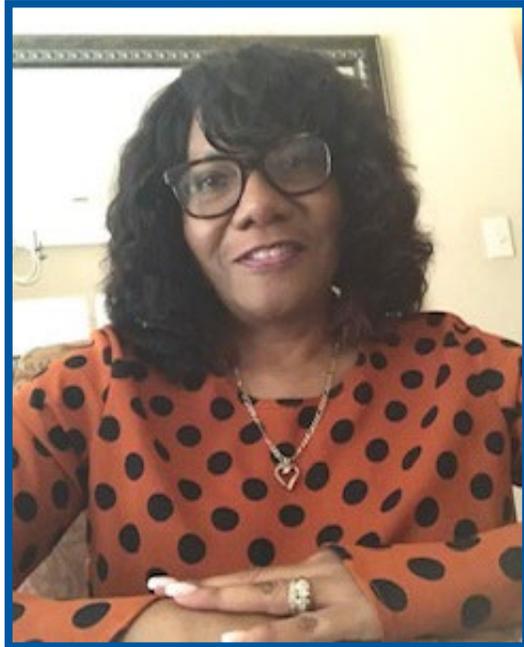
**Kandy Byall**  
SupCat Services LLC



**Samuel Caban**  
Product Quality Management, LLC



**Jacqueline Camphor**  
Accentuals Consulting LLC



**Barbara Charles**  
Perfection Staffing



**Evelyn Fletcher**  
Electronic Assembly Services, Inc



**Michael Fontaine**  
Falcon Project Consultants LLC





**Vijay Gadiraju**  
AvevoTech Inc



**Darrell Groves**  
DWG CPA PLLC



**Raya Guruswamy**  
Maxari (formerly EnergyFundz)



**Kathy Hall**  
ATIME4Marketing



**Maurice Hamilton**  
Infinavate Consultancy Services, LLC



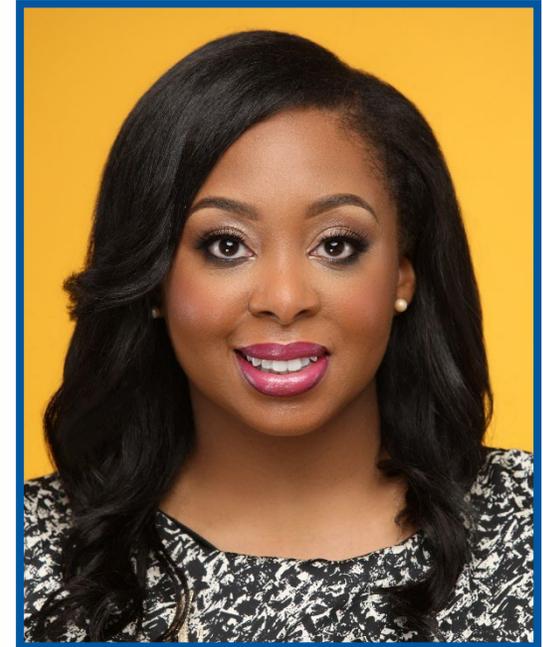
**Mike Homma**  
Gap Engineering Inc.



**Michael Keys**  
SK Industries The Valve Company



**Deanna Laster**  
DeannaMichel, Inc.



**Ashley Martin**  
Leadership Lady

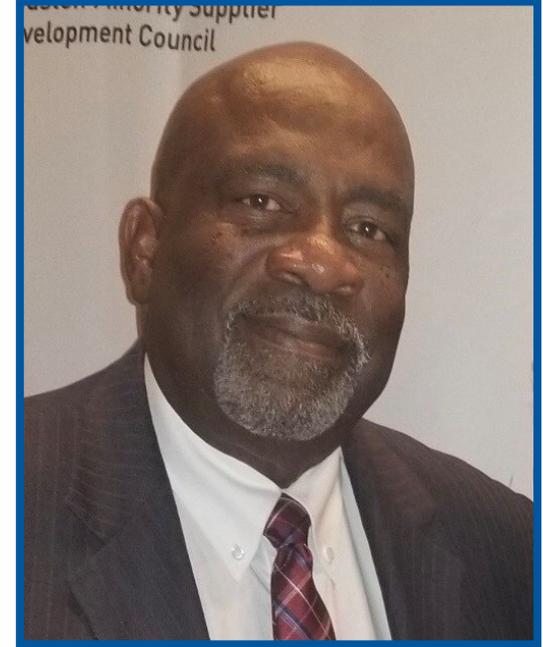




**Alexia McClerkin**  
The Sports and Wellness Doc



**Gwen Mitchell**  
3<sup>rd</sup> I Business Solutions



**Kelvin Peters**  
VIA Engineering Services, LLC



**Roger Pombrol**  
Emerald Standard – Electrical  
Contractors & Engineers



**Centrell Reed**  
CReed Global Media



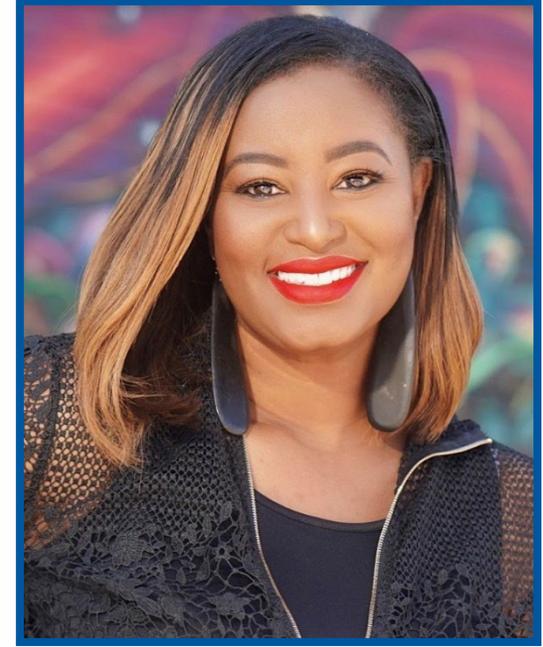
**Teriya Richmond**  
Teriya Richmond,  
Your Total Health Doctor



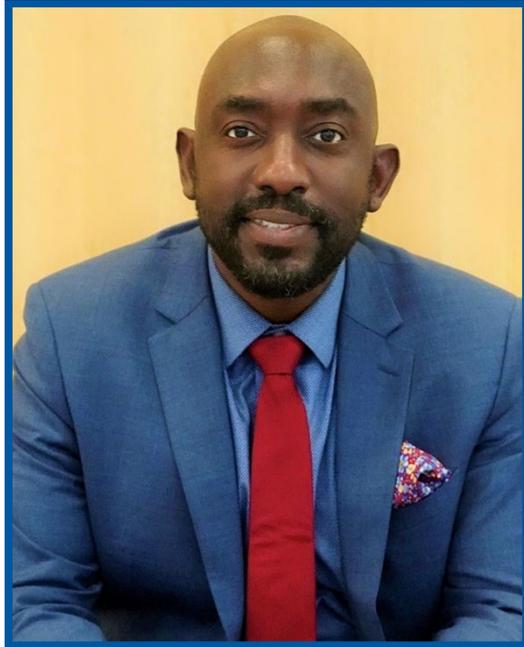
**Chauncey Shaw**  
Shaw Express LLC



**Sheppard Thomas**  
LyncVerse Technologies, Inc.



**Chaun Vaughn**  
Vaughn Media, LLC



**Joseph Vigier**  
Vizion Crane & Industrial Support,  
LLC



**Dawniel Winningham**  
Absentia Global



**Michael Zhang**  
Environeer Engineering Consulting

**Learn More,  
Grow More!**

## Interested in Pathways to Excellence?

- Sign up for the upcoming information session
  - Tuesday, February 15 at 2:00 PM
  - [bit.ly/3vRhyTA](https://bit.ly/3vRhyTA)
- For more information
  - Email [MBEdevelopment@hmsdc.org](mailto:MBEdevelopment@hmsdc.org)
  - Call Jane Vo at (713)271-7805, ex. 108
- Apply to the program
  - [bit.ly/3fZthbu](https://bit.ly/3fZthbu)



# Archie Meyer

*HMSDC Chairman*

*Global Office Safety & Ergonomics Manager*

*ExxonMobil Corporation*



# Chairman's Message

- Optimize the organizations transformation
- Focus on capacity building and financial viability of MBEs
- Demonstrate Value and Impact to stakeholders
- More Engagement from Board of Directors

# Register for our other programs and events!

Scan Here for  
Programs



Scan Here for  
Upcoming Events



# Commit Support to HMSDC through Sponsorship Bundles



Scan Here to View  
Engagement Opportunities

# HMSDC Signature Event Dates

**SAVE THESE  
DATES IN 2022!**

Email [info@hmsdc.org](mailto:info@hmsdc.org) for more info!

**Annual Meeting** - January 27 | Virtual

**Emerging 10 (E-10) Awards** - March 10 | TBD

**Scholarship Fundraiser** - May 2 | In-Person

**EXPO** - September 28 & 29 | Virtual & In-Person

**CPO Summit** - September 29 | Virtual



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