CRMSDC 2019

Sharon R. Pinder • President & CEO





Minority Supplier Development Council





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2019 OVERVIEW

The Capital Region Minority Supplier Development Council (CRMSDC) has remained steadfast in its commitment to support our MBEs, corporate and government members by providing services that help ensure supplier diversity goals are met through the engagement of highly qualified, prepared MBEs. In 2019, our plan is to continue to initiate and implement bold changes in our programs and enhance service delivery. The plan serves as our blueprint for achieving our mission, focusing on the areas of: budget, increasing our membership; and enhancing our services.

The Plan presents five organizational goals developed to ensure the success and continued relevancy of CRMSDC into the next decade. Additionally, the plan provides a framework for achieving these goals by laying out an implementation plan which includes more strategic communication and marketing plans, as well as a renewed emphasis on reaching out to all our current members to evaluate the value of our current services and develop innovative new services.



2019 OVERVIEW

The plan serves as our blueprint for achieving our mission, focusing on the areas of: budget, increasing our membership.

<u>Goal One</u>

Increase the amount of new spend by corporate members and MBEs

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<u>Goal Two</u>

Increase the number of corporate members by adding by ten percent

<u>Goal Four</u>

Recruit, retain, and develop MBEs capable of meeting the needs of our corporate members.

Retain number of certified MBEs and increase new certifications by twenty percent.

Goal Three

Expand framework of services to corporate members and suppliers.

<u>Goal Five</u>

Identify and implement sustainable sources of revenue and operate efficiently and to NMSDC Z.O.N.E. Standards.

New to the CRMSDC Board of Directors during 2019:

Victor Davis Washington Gas

Tracye Funn Washington Gas

Kim Harwell DB Commercial Group, LLC

Blair Hayes, Ph.D. University of Maryland Global Campus

During 2019, one person left board service:

Fred Lona Retired from Hilton

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BOARD OF DIRECTORS

List

2019 BOARD OF DIRECTORS / EXECUTIVE COMMITTEE



Roland L. Jones Board Chair Director, Office of Central Services Prince George's County Government



Tracey Edwards

Secretary Supplier Diversity Program Manager, Office of Supplier Diversity & Inclusion Washington Suburban Sanitary Commission



Sharon R. Pinder President and CEO Capital Region Minority Supplier Development Council



Graylin Smith Treasurer Chair. Finance Committee

Managing Partner SB & Company, LLC



Frank Kelly 1st Vice Chair Director, Procurement Opportunity Program, Baltimore Gas & Electric, An Exelon Company



Barron L. Stroud, Jr. General Counsel

Partner/CEO Stroud Priest, LLC



Diane Dempsey 2nd Vice Chair Director, Socio Economic Business Programs BAE Systems, Intelligence & Security Sector



Kevin Williams Chairman, MBE Input Committee CEO TekConnX, LLC

2019 BOARD OF DIRECTORS / COMMITTEE CHAIRS



Tomaneci A. Day Chair, Training and Education Committee Supplier Diversity Manager, Vendor & Diversity Management Office Freddie Mac



Darlene Fuller Co-Chair, Certification Committee Senior Director, Supplier Diversity Sodexo, Inc.



Charles Martin Chair, Certification Committee Admin Vice President & CRA Officer M&T Bank



Charlie Partridge Chair, Public Policy Committee Regional Manager Pepco Holdings— An Exelon Company



Robyn Snyder

Chair, Membership Committee Supplier Diversity Program Manager Lockheed Martin



Roxanne Wilson

CO-Chair, Procurement Committee Supplier Diversity Manager Fannie Mae



Allison Bloor Enterprise Supplier Management Capital One



Angela Clarke Senior Director of Purchasing Marriott International, Inc.



Sheila Dews-Johnson Director, Supplier Diversity Program McCormick & Company, Inc.



Tracye Funn Manager Corporate Contributions and Supplier Diversity Washington Gas



Chireda Gaither Small Business Liaison Leidos



Shakira Garcia Eastern Supplier Diversity & Community Relations Manager Caesars Entertainment



Monica M. Graham

Sector Manager, Global Supplier Diversity Programs Northrop Grumman Corporation Mission Systems



Claude Gregory

Managing Member Financial & Realty Services, LLC



Kim Harwell Chief Executive Officer DB Commercial Group, LLC



Blair Hayes, Ph.D. Vice President, Chief Diversity Officer and Ombudsman University of Maryland Global Campus



Anthony Irudhayanathan President & CEO Zillion Technologies, Inc.



Kimberly Marcus Director, Supplier Diversity AARP



Necole Parker CEO ELOCEN Group, LLC



Anjali ''Ann'' Ramakumaran CEO Ampcus



Jarred Mikael Ricks Business Banking – Relationship Manager M&T Bank



Jimmy Rhee Special Secretary Governor's Office of Small, Minority & Women Business Affairs





Michelle Smith National Vice Chair, MBEIC President 1st Choice



Arnold Sowa Retired Chief Procurement Officer MetLife Retiree



Paul Taylor Director Mayor's Office Small, Minority and Women Business City of Baltimore



DeVance Walker, Jr., Ph.D.

Co-Chair Strategic Plan Committee Senior Manager, Business Procurement Development Department of Procurement



Robert L. Wallace, Ph.D. President & CEO BITHGROUP Technologies, Inc.



Rupert R. Warner, Jr. Program Manager, Supplier Diversity United States Postal Service



Cora Williams President Ideal Electrical Supply Corporation

OUR CORPORATE MEMBERS

Dewberry



Here at the Capital Region, we are proud of our Corporations, and they had an interesting year. We ripped a few things from the headlines...







ICGUIREWOOD

VASHINGTON JRPORTS AUTHORITY

lexo

An Exelon Com







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FORBES' 2019 TOP 500 WORLD'S LARGEST PUBLIC **COMPANIES** INCLUDED **15 OF OUR CORPORATE MEMBERS**

CRMSDC 2019 ANNUAL BUSINESS REPORT #8 Bank of America

#17 Wells Fargo

#62 Siemens

#145 Lockheed Martin

#161 Capital One

#169 Exelon

#276 Dominion Energy

#328 Fannie Mae

#340 Freddie Mac

#389 BAE Systems

#439 AIRBUS

#458 Marriott

#237 AstraZeneca

#482 Southwest Airlines

#241 Northrop Grumman

"**Capital One** cuts ribbon on the DC area's tallest office building" –WTOP News

"**Voya Financial** recertified as a Great Place to Work" -Yahoo Finance

"Bank of America announces 2019 Neighborhood Builders Grants" -Patch "Ravens partner with research company **Leidos** to take back unused prescription drugs before Sunday's game" – The Baltimore Sun

HEADLINE NEWS

"Lockheed Martin secures \$63M Navy deal for production of USW" –Yahoo Finance

"**Dominion Energy** pledges to replace all Virginia diesel school buses with electric ones by 2030" – Fairfax Times "Freddie Mac Insights: Opportunity Zones ripe for multi-family investments" -Globest.com

THE CRMSDC CONSORTIUM

Our Year started out with great expectations. We recognized that we had to meet our board's mandate to:

- 1 continue to grow the organization;
- 2 to define who we will be in the future;
- **3** while adding value to both our corporate members and suppliers.

We could not possibly do any of this without our dedicated and talented team.





The CRMSDC Business Consortium is our brand for describing the uniting of our unique assets – CRMSDC, MBDA Business Center, Washington, DC and the MBDA Federal Procurement Center – the only one of its kind in the Country.

Joining us this year were Tommy Marks as the new Director of MBDA Federal Procurement Center and Errol Taylor as CRMSDC's Director of MBE Services.



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

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

Operated by the Capital Region Minority Supplier Development Counci

Capital Region

Minority Supplier

Development Council

Capital Region Minority Supplier Development Council

> BUSINESSCENTER U.S. DEPARTMENT OF COMMERCE Operated by the Capital Region Minority Supplier Development Council

CRMSDC TEAM

Sharon R. Pinder President & CEO

Sonya Bigelow Smith Director of Business Development

Christine Bivens Program Manager, Certification

Gina Dyson Director of Operations and Recertification Specialist

Joan Hairston Director of Corporate Services

Errol Taylor Director of MBE Services

Jacob Brown Intern

CRMSDC 2019

MBDA BUSINESS CENTER, CAPITAL REGION TEAM

Dennis Smith Director

Kenneth Clark

Business Consultant

Kyla Ramdat Program Analyst

MBDA FEDERAL PROCUREMENT CENTER TEAM

Tommy Marks Director

Claudia Barrera Project Analyst

Kim Harwell Business Consultant Owen Jackson Business Consultant

Dayvie Pachall Business Consultant

Anthony "Tony" Robinson Business Consultant

CERTIFICATION

Our core product for 47 years has been our certification capability. Along with our impressive list of corporate members, we are very proud of our MBEs. Thanks to the leadership of Charles Martin, Darlene Fuller, and a committed committee:

- Darlene Fuller, Sodexo
- Charles Martin, M&T Bank
- Tracey Edwards, WSSC
- Clairesse Jackson, Alion Science and Technology
- Robyn Snyder, Lockheed Martin
- Dalila Perla, WSSC

CRMSDC 2019

- Jarred Ricks, M&T Bank
- Errol Taylor, CRMSDC
- Christine Bivens, CRMSDC

Also shown is our **"Fast Facts"** analysis of our MBEs that highlight, MBEs by Class/Revenue, Years In Business, and number of Full Time Employees.

CERTIFICATION





Co-Chair Certification Senior Director, Supplier Diversity Sodexo, Inc.



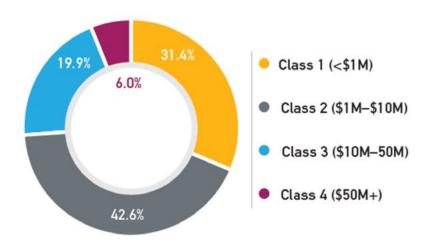
Charles Martin

Co-Chair, Certification Committee Admin Vice President & CRA Officer M&T Bank



FAST FACTS ABOUT CRMSDC MBES

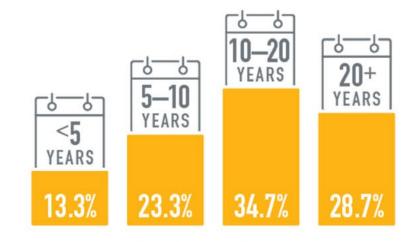
MBEs by Class / Revenue



CRMSDC 2019

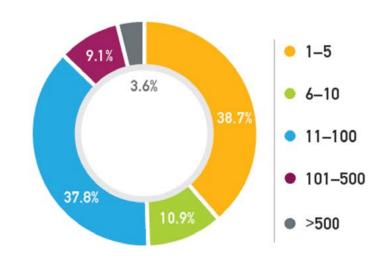
68.6% of CRMSDC's MBEs have Annual Revenue of More Than \$1 million.

CRMSDC MBEs Years in Business



63.4% of CRMSDC's MBE's have been in business 10 years or more.

Number of Full-Time Employees



MBEIC

MBEIC continued into 2019 under the leadership of Kevin Williams, CEO of TekconnX. The January MBEIC Kick-Off Breakfast was hosted at PEPCO Gallery and featured our first MBE Pitchmania event.





Kevin Williams Chairman, MBE Input Committee CEO, TekConnX, LLC

CRMSDC 2019



SUPER MATCHMAKER CONFERENCE

In May we embarked upon our 4th annual Super Matchmaker Conference hosted by Freddie Mac in McClean, Virginia. We hosted over 300 attendees and over 30 corporate members to participate in our one-on-one matchmaker sessions and corporate roundtable discussions. Featured this year were mainstage presentations by Victor Hoskins, Director, Arlington Economic Development to speak about Amazon's new headquarters coming to the region and we also heard from Jason Trimiew, Head of Supplier Diversity at Facebook who discussed how diverse-owned firms should utilize and leverage their social media tools. And the day didn't stop there... we heard from one of our newest corporate members, IDEMIA, listened to MBDA share more about their new Inclusive Innovation Initiative and from WMATA who provided an overview of billions of dollars of upcoming projects.

Highlight Reel: www.youtube.com/watch?v=QHCoalnm3EY



BUSINESS GOLF OUTING

In June, we held our annual golf outing at Woodmore Country Club. The MBE led committee Valarie Dock, CEO of Balano and Renee Sandford of Zillion Technologies, did an outstanding job. We golfed with a purpose. The University of Maryland Eastern Shore is the country's only HBCU with a PGA curriculum. Our "Beat the Pro" was one of the students from the golf program. A donation was made on behalf of our golfers to the UMES' golf program. Again this year corporations hosted tables at lunch and sent representatives to talk to our business owners.

"GET ON THE METRO" WITH WMATA AND MWAA

This year we partnered with two of our very special corporate members to host our "Get on the Bus" Business Tour for our minority businesses. We were transported as a courtesy of WMATA on one of their accordion buses to travel to their new "smart" garage in Prince George's County to learn more about Metro's expansion and upcoming projects. Then we loaded up after a delicious lunch and headed over to MWAA at Ronald Regan National Airport to learn about specific business opportunities for our MBEs. Our day was collaborative, informative and an innovative way to connect our MBEs to real opportunities.



In October, we held a memorable awards recognition program. Our 38th Annual Leaders & Legends and 12th Annual Top 100 MBE Awards was held again at the beautiful MGM Theatre and Grand Ballroom. This year during our reception, the one and only Roland Martin interviewed some of our special awardees while our guests had an opportunity to network and stroll the Red Carpet. This year we recognized our Corporation of the Year, MBDA, Supplier of the Year, Legacy in Leadership, Reginald F. Lewis Lifetime Achievement and Parren J. Mitchell Vanguard for Justice Awards. Again our Top 100 MBEs were recognized and showcased in a lively celebration.

Highlight Reel: www.youtube.com/watch?v=1hX5WAT30QU

WB

ANNUAL BUSINESS REPORT

Washington Business Journal Recognition "The List"

We made it! This year we are very happy and proud to share that we were recognized by The Washington Business Journal as one of the largest business advocacy groups in Greater D.C. This award recognizes The Capital Region Minority Supplier Development Council (#13) as one of the Top 30 advocacy groups in Greater Washington, D.C. This is a testament to our ongoing dedication and hard work put in by our Board of Directors, Consortium Staff, Corporate Members and MBEs.

EXECUTIVE EDUCATION PROGRAMS

CRMSDC 2019

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BUSINESS

REPORT

WELLS FARGO MBE CEO LEADERSHIP ACADEMY

WENDY		
ARCHER Groshell Logist Inc.	ics	

DECOTEAU Whole Realm Technologies, LLC

JUDE

STEPHANIE GLADDEN Janlitlfeather ROSA GRIFFIN PChange

LORNA GROSS SAVANT Interior Design

PALS NAGARAJ Strategic ITech HARRY HOLT BITHGROUP Technologies, Inc. TOYA MITCHELL Lord & Mitchell, Inc. DURECIA MOORER ABCD & Company

VICTOR ONWUKA BITHGROUP Technologies, Inc. **ISABELLA PINA** Inspired Solutions, Inc.

KEVIN SCHELL The Elocen Group, LLC

CRMSDC MAKING A DIFFERENCE IN OUR MARKET

OUR SIGNATURE EVENTS Breakfast with the President featuring MBE PitchMania at Horseshoe Casino

"Girl's Trip" an Afternoon at McCormick "Get on the Metro" Business Tour with WMATA & MWAA Super MatchMaker Conference Annual Business Golf Outing MBDA FPC "Partnering to Scale" Webinar Series 38th Annual Leaders & Legends featuring Top 100 MBE Awards Annual Business Meeting hosted by Capital One



BREAKFAST with the **PRESIDENT**

FEATURING MBE PitchMania

CRMSDC 2019



EDERAL PROCUREMENT

four Business

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MBDA BUSINESS CENTER olely focused

www.m

APITAL REGION MINORITY SUPPLIER DEVELOPMENT COUNCI

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apital Region

DC 2019 INUAL JSINESS PORT

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TR: STORE

GIRL'S TRIP AN AFTERNOON AT McCORMICK

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The STORE





"GET ON THE METRO BUSINES FEATURING WMATA & MWAA



Capital Region Minority Supplier Development Council

ANNUAL BUSINESS REPORT

WE MADE "THE LIST"

CAPITAL REGION MINORITY SUPPLIER DEVELOPMENT COUNCIL





SUPER MATCHMAKER CONFERENCE



CAPITAL REGION MINORITY SUPPLIER DEVELOPMENT COUNCIL



It was a pleasure meeting you yesterday! What a great event you all pulled together!

I met some really great people that we'll hopefully be able to do business with.

Lynn Weber-Wall Director of Supplier Diversity | Corporate Procurement | AVP | M&T Bank



l just wanted to send a note to say Bravo—for yesterday's Super Matchmaker. This was my first

CRMSDC event, and I was greatly impressed with the fresh format. We had a chance to meet and speak with a lot of qualified MBEs without feeling overwhelmed and exhausted.

Along with the very wise use of time, the informational content was excellent and future-facing. Jim and I were happy to be a part of it.

Many thanks to you and the CRMSDC team.

Jill S. Davis

Vice President, Marketing Manager | Global Supplier Diversity | JPMorgan Chase & Co.



Super Matchmaker Conference

ATTENDEES SHARE THE LOVE

I would like to echo everything Sharon stated below, outstanding execution and incredible results. As Chairman of the Board I would like to CONGRATULATE everyone on a tour de force of an event. I'm proud to be a part of this great organization and all we do for we do it to a level of excellence. Thank you for all you do.

Roland L. Jones CEO & President Jones & Associates Strategic Consulting, LLC



Just a quick CONGRATS on a great event on May 9 – the Super Matchmaker Conference. The lineup of speakers and the networking were top notch!!

Mark Hite | Senior Business Development and Capture Manager | ARK Solutions



OMG, the Super Matchmaker was more than super, it was

absolutely completely OUTSTANDING in every respect!! I've never attended anything better, ever! It turned the Annual Procurement Conference upside down!

You can count on me attending each and every year that Veritiss remains a small business. However, thanks to CRMSDC and its Super Matchmaker, you have set the stage for Veritiss and other small businesses to succeed and grow. Thanks for providing us this incredible opportunity to market to government agencies, large businesses, and with one another.

Please accept my heartfelt thanks for an outstanding job well done! Thank YOU!

Carmen L. Powell President and CEO | Veritiss LLC

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SUPER MATCHMAKER CONFERENCE

CAPITAL REGION MINORITY SUPPLIER DEVELOPMENT COUNCIL

CRMSDC'S ANNUAL

The Best Business Networking and Golf Experience Where Corporations and Minority Suppliers Meet!

Monday, June 24, 2019 The Country Club at Woodmore



BUSINESS DEVELOPMENT AGENCY U.S. DEPARTMENT OF COMMERCE









EVENT FOR Corporate Roundtables and Matchmaking

Contract Opportunities

Gain game changing insights that will help grow your business to the next level through targeted procurement opportunities with the Federal Government and partnering opportunities with other MBEs and SDBs. Panel Discussions with

Light Breakfast and Lunch included

ATTEND THIS

8/13/2019 Silver Spring Civic Building 1 Veterans Place 8:30am-4pm Silver Spring, MD 20910

Partnering



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HHS, OSD

Jean L.

DOC . Dire

Cassar

Defense

Director

T. SUZE

WMATA .

Sharon

DTRA · Dir



8/13/2019 Silver Spring Civic Building 1 Veterans Place



SEDERAL PROCUREN

Register Now

8:30am-4pm silver Spring, MD 20910



to get step by step instructions on claiming or increasing your share of federal government business.

NOV

5

2019

1PM

2PM

INORITY BUSINESS DEVELOPMENT AGENCY FEDERAL PROCUREMENT CENTER

I.S. DEPARTMENT OF COMMERCE

Featured Speaker

Presents...

E. Darlene Bullock

How To Do Business with

the Federal Government/

The Federal Government awards billions of

support its mission. Historically, more than

businesses. Tune into this webinar series

contracting dollars annually in order to

20 percent of this total goes to small

Opportunities at

Homeland Security

Our featured speaker E. Darlene Bullock has over 25 years of experience in procurement, federal assistance, and acquisitions management. She began serving as the Deputy Director of the U.S. Department of Homeland Security (DHS), Office of Small and Disadvantaged Business Utilization (OSDBU) in June 2015. Bullock is also a Seniar Procurement Analyst in the OSDBU serving as the Program Manager for several small business programs to include: 8(a), small disadvantaged, and women-owned. She also is a Desk Officer providing technical procurement and small business support to four DHS operational contracting offices.

ECT How To Do Business with the Federal Government WEBINAR SERIES A product of the Partnering to SCALE Signature Series

t is very important that you first determine the exact roduct or service you wish to sell. There are different

ach product or service. tce you have chosen your product/service, find the th American Industry Classification System (NAICS) under which it falls. Then use the Small Business nistration (SBA) size standard table to determine your usiness size in that NAICS code. It's not uncommon for panies to qualify as small for one type of product they

contract by any federal agency. You will need a Data riversal Number System (DUNS) number, which you can btain from Dun and Bradstreet by calling 1.800.333.0505 or

ecessary to update your company's profile in SAM (e.g. if ontracting officers, contract specialists, small usiness specialists and others utilize SAM as a tool to ontracts and subcontracts.

lentify which Agency buys your product or service.

eview the Agency web page, which provides a brief scription of what the Agency purchases, as well as phone number for their small business office and a It to a list of their small business specialists who are ere to answer your questions about doing business

se the Federal Procurement Data System (FPDS) to find ist contracts relevant to you [www.fpds.gov]. This system intains records of all federal contracts since the 1970s. agin by using the e2Search tool to find recently awarded intracts in your NAICS code. As you progress, you may Id it useful to create an account and put together your

own ad hoc reports to hone in on past contracts that are

Sell local. Use the Agency website to locate small set to expire soon. business specialists. Call them or schedule a meeting to introduce yourself and ask for information on upcoming contracting opportunities.

STEP 4

Identify current procurement opportunities. All federal business opportunities are posted on the Federal Business Opportunities website - www.fbo.gov. This is a single point of entry for federal government and should be monitored daily.

STEP 5 Become familiar with contracting regulations and procedures.

There are regulations applicable to contracts that are awarded by the Federal Government Agencies that you need awarded by the redetal overment Agencies that you nee to be familiar with. Beware that they do change from time to time. Regulations and Supplements applicable to the business with the Federal Government are:

- Federal Acquisitions Regulations-
- All Federal Agencies The Defense Federal Acquisition
- Regulations Supplement

Utilize the Agency Small Business Programs.

Federal Agencies run several socioeconomic programs that provide assistance to small businesses of various

- types. These are: Service-Disabled / Veteran-Owned Small Business Program
- HUBZone Small Business Program Small Disadvantaged / 8(a) Business Program
- Woman-Owned Small Business Program
- Small Business Innovation Research Program Small Business Technology Transfer Program
- Historical Black Colleges and Universities / Minority
- Institutions Program
- Mentor-Protégé Program



1800 Diagonal Road, Suite 600 Alexandria, VA 22314 301.857.0200 www.mbdafpc.com info@mbda-fpc.com

Jetermine what you want to sell and your business size.

narketing strategies and customers within the Agency for

but as large for another. legister in the System for Award Management (SAM).

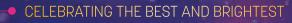
ou must be registered in the SAM in order to be awarded

visiting their website at www.dnb.com thenever there is a change in your business status, it is successed y to upoate your company's prome in sac sur company attains 8(a) status). www.sam.gov

entify small business concerns for potential prime



The nation's only regional awards program for minority businesses





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NRIQUE



CORPORATION OF THE YEAR

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY



ANNUAL BUSINESS REPORT

LEGACY IN LEADERSHIP

REGINALD F. LEWIS LIFETIME ACHIEVEMENT AWARD

PARREN J. MITCHELL VANGUARD FOR JUSTICE

BOYD RUTHERFORD

Lieutenant Governor for the State of Maryland

HENRY CHILDS, II

National Director, US Department of Commerce Minority Business Development Agency

CARL D. JONES Entrepreneur

MARILYN J. Mosby

State's Attorney for Baltimore City

DARRYL BARNES

Member of Maryland House of Delegates; Chairman of Maryland Legislative Black Caucus

MBDA AWARD WINNERS



Tisa J.D. Clark President & CEO

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











SUPPLIER OF THE YEAR AWARDS

CLASS ONE



STRATEGY GROUP

SAURABH KAPOOR CEO

PAYAL KAPOOR

Director of Operations

NECOLE PARKER GREEN CEO

OCEN

F

CLASS TWO

> ROBERT L. WALLACE President & CEO

DITHGROUP technologies

CLASS

HREE



CLASS



DEBASISH HOTA CEO

2018 CRMSDC SUPPLIER OF THE YEAR

2019 REGIONAL SUPPLIER OF THE YEAR CLASS CRMSDC 2019



Olan Associates, LLC Anyi Elekwachi, Ph.D. President & CEO

2018 CRMSDC SUPPLIER OF THE YEAR

2019 NATIONAL SUPPLIER OF THE YEAR

WINNER

SRB Communications, LLC Sheila Dean Brooks, Ph.D. President, Founder & CEO

CRMSDC 2019 ANNUAL BUSINESS MEETING

NOVEMBER 22, 2019













Capital Region Minority Supplier Development Council





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