

CRMSDC 2018

# ANNUAL BUSINESS REPORT

Sharon R. Pinder  
President & CEO



Capital Region  
Minority Supplier  
Development Council



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



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

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CRMSDC 2018

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# 2018 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 2018, 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.



# 2018 OVERVIEW

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

## Goal One

Increase the amount of new spend by corporate members and MBEs

## Goal Two

Increase the number of corporate members by adding by ten percent.

## Goal Three

Expand framework of services to corporate members and suppliers.

## Goal Four

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 Five

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



# 2018 BOARD OF DIRECTORS

## New to the CRMSDC Board of Directors during 2018:

- **Shakira Garcia**  
Ceasar's Entertainment – Horseshoe Casino of Baltimore
- **Allison Bloor**  
Capital One (replacement for Priya Kumar)

## During 2018 there were several persons who left board service:

- **Priya Kumar**  
Capital One (left the company)
- **John Brown**  
JB and Associates former exec at Northrop Grumman
- **Joan Hairston**  
after 36 years, retired from Washington Gas



# 2018 BOARD OF DIRECTORS / EXECUTIVE COMMITTEE



**Roland L. Jones**

Board Chair  
Director, Office of  
Central Services  
Prince George's County  
Government



**Sharon R. Pinder**

President and CEO  
Capital Region Minority  
Supplier Development  
Council



**Fred Lona, CPSM, CPSD**

1st Vice Chair  
Senior Director Supplier Diversity  
& Performance Management  
Supply Management  
Hilton Worldwide



**Diane Dempsey**

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



**Tracey Edwards**

Secretary  
Program Manager  
Business Enterprise Office  
Washington Suburban  
Sanitary Commission



**Graylin Smith**

Treasurer  
Chair, Finance Committee  
Managing Partner  
SB & Company, LLC



**Barron L. Stroud, Jr.**

General Counsel  
Partner/CEO  
Stroud Priest, LLC



**Kevin Williams**

Chairman, MBE Input  
Committee  
CEO  
TekConnX, LLC



# 2018 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**

Chair, Procurement Committee  
Supplier Diversity Manager  
Fannie Mae

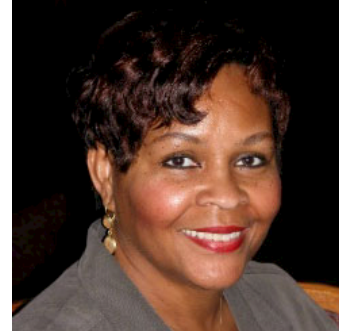


# 2018 BOARD OF DIRECTORS



**Angela Clarke**

Senior Director of  
Purchasing  
Marriott International, Inc.



**Sheila Dews-Johnson**

Director, Supplier Diversity  
Program  
McCormick & Company, Inc.



**Chireda Gaither**

Small Business Liaison  
Leidos



**Shakira Garcia**

Caesars Entertainment



**Monica M. Graham**

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



**Claude Gregory**

Managing Member  
Financial & Realty  
Services, LLC



**Anthony  
Irudhayanathan**

President & CEO  
Zillion Technologies, Inc.

# 2018 BOARD OF DIRECTORS



**Frank Kelly**

Director, Procurement  
Opportunity Program  
Baltimore Gas &  
Electric Company,  
An Exelon Company



**Kimberly Marcus**

Director, Supplier Diversity  
AARP



**Necole Parker**

ELOCEN Group, LLC



**Anjali "Ann"  
Ramakumaran**

CEO  
Ampcus



**Jimmy Rhee**

Chair, Public Policy  
Special Secretary  
Governor's Office of  
Small, Minority & Women  
Business Affairs



**Jarred Mikael  
Ricks**

Business Banking –  
Relationship Manager  
M&T Bank



**Michelle Smith**

National Vice Chair, MBEIC  
President  
1st Choice



# 2018 BOARD OF DIRECTORS



**Paul Taylor**

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



**DeVance Walker, Jr.,  
Ph.D.**

Senior Manager, Business  
Procurement Development  
Department of Procurement  
Montgomery County Department of  
Economic Development



**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

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...

Additionally, we acknowledge the achievement of several of our Board members who were recognized by Diversity Plus Magazine:

- Kimberly Marcus, AARP
- Fred Lona, Hilton
- Sheila Dews Johnson, McCormick and Company
- Roland Jones, Prince George's County Government

# CRMSDC CORPORATE MEMBERS



**FORBES' 2018  
TOP 500 WORLD  
LARGEST PUBLIC  
COMPANIES  
INCLUDED  
13 OF OUR  
CORPORATE  
MEMBERS**

Capital One  
Fannie Mae  
Freddie Mac  
Hilton  
Leidos  
Lockheed Martin  
M&T Bank  
Marriott  
McCormick  
Navient  
Northrop Grumman  
United Rentals  
Voya Financial



**"Hilton** #1 workplace for Diversity and Parents"

*"AARP launches campaign against high drug costs"*

**"Exelon** utilities a driving force behind states recognized as Top in the nation for electrical grid modernization"

**"Leidos** to Implement cloud-based solutions to help modernize FTC's IT Services"

# HEADLINE NEWS

**"Lockheed Martin** readies to build moon habitat for NASA"

*"Sodexo launches accelerator program to partner, invest in food services startups"*

**"McCormick and Company** expands sustainability goals – commits to 100% of plastic that can be reused, recycled or repurposed by 2025"



# DiversityPlus

Connecting Innovative Women and Diverse Companies to Corporate America and the Government Through Supplier Diversity

MAGAZINE

September / October 2018 | Vol. 15 | No. 5

www.diversityplus.com | 608-233-1111

## Prince George Roland Jones Built D&I Culture at Prince George County Government

Roland Jones is the Chief Procurement Officer for Prince George's County Government in his role as Director of the Office of Central Services. One of Jones' many major achievements is the creation, execution and enforcement of the Community Benefits Agreement with MGM International. The agreement ensures MGM's long-term commitments to supplier diversity and diversity hiring, and includes general and aspirational goals. This is a major agreement in which a private company voluntarily committed to supporting the community.

Jones keeps the County Executive and executive team informed on the value that diverse suppliers and the supplier diversity initiative accrue to the local, national, and global economies. He believes that increasing the education and leadership of supplier diversity professionals in areas of supplier diversity, procurement, supply chain, strategic sourcing and commitments to improving supplier capacity through education, and providing business development programs through the creation of business development programs. He is focused on getting the program on track.



**Roland Jones**  
Chief Procurement Officer

2018 Top 30 Champions of Diversity

## AARP



**Kimberly Marcus**  
Director, Supplier Diversity

### Kimberly Marcus Redefines Supplier Diversity at AARP

Kimberly Marcus is the Director of Supplier Diversity for AARP, and she brought a passion for diversity in communities and the organization to her position. She has a deep belief that it is important for AARP's supply chain to reflect the diversity in the organization's customer base. She works to continually improve AARP's performance in supplier diversity by focusing on creating awareness, increasing access to qualified vendors, identifying the highest probability opportunities and including more qualified suppliers in the bid process. One very successful strategy is providing accelerated

payment terms for small and diverse suppliers to help fund growth and job creation. Top-down support has been crucial to growing the supplier diversity program. Marcus leverages strong CEO support to strengthen the engagement of people of all backgrounds and cultures as an integral part of AARP's business model. She forges real relationships around a common vision of enabling all people to live a life of independence, dignity and purpose. AARP's executives prioritize supplier diversity and reach out to the supplier diversity team, including attending their meetings.

**Favorite Quote:** In our work and in our living, we must recognize that differences are reasons for celebration and growth, rather than reasons for exclusion; inclusion makes us stronger!  
— Kimberly Marcus

2018 Top 30 Champions of Diversity

## Hilton



**Fred Lona**  
Senior Director, Supplier Diversity & Performance Management

### Fred Lona Develops Hilton's Award Winning Supplier Diversity Program

Under the leadership of Fred Lona as the Senior Director, Supplier Diversity and Performance Management for Hilton, the company's supplier diversity program has earned numerous awards, reflecting Lona's efforts to build a program that benefits the community and suppliers. His strategy to attract diverse suppliers includes proactively providing suppliers with hospitality industry and procurement information, supplier criteria, description of needed skill sets, networking events, and supplier scholarships. The goal is to ensure that diverse suppliers have information specific to Hilton, but within context of the hospitality industry, to assist

them with becoming qualified partners with other major corporations. Driving change is a process, and Lona supports that process by raising consistent internal awareness of supplier diversity and the impact of organizational change on diversity in general. He regularly communicates the value, success and potential assistance that diversity provides the organization. Lona adapts the supplier diversity program as needed to ensure its continued relevancy and value. He has put processes in place to measure supplier performance to ensure the supplier diversity program remains flexible, productive and successful.

**Favorite Quote:** Leadership and learning are indispensable to each other.  
— John F. Kennedy

2018 Top 30 Champions of Diversity

## McCormick



**Sheila Dews-Johnson**  
Director of Supplier Diversity & Supplier Sustainability

### Sheila Dews-Johnson Advances Global Supplier Diversity at McCormick

Sheila Dews-Johnson, the Director of Supplier Diversity and Supplier Sustainability for McCormick & Company, Inc., oversees a successful supplier diversity program that has grown through her development and implementation of inclusion strategies. Dews-Johnson first gained top-down support and enhanced program visibility. Category managers are now held accountable for utilization of diverse suppliers as part of the overall global procurement strategy as the program expands globally. Dews-Johnson is a change agent, picking and prioritizing her focus areas, staying the course, and expressing her passion for diversity.

To expand the supplier diversity program, Dews-Johnson recommends and utilizes best practices. One strategy is to leverage networks for advice and industry best practices. Another strategy she uses is building relationships inside and outside the organization. Dews-Johnson keeps her focus on what is impactful and important to the supplier diversity program. Diverse suppliers are coached on the organization's culture and structure to help them successfully do business with McCormick & Co. Dews-Johnson applies the same principles to advancing global supplier social sustainability and responsible sourcing initiatives.

**Favorite Quote:** Be the Change You Want to See... — Mahatma Gandhi



## Diversity

McCormick's company's m business con

For information  
[www.mccormick.com](http://www.mccormick.com)



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

During the year we had two retirements with Jonice Adams in April and Dr. Bai Akridge in July while adding three additional staff members in the 3rd and 4th quarters.



Capital Region  
Minority Supplier  
Development Council

# BUSINESS CONSORTIUM

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





## CRMSDC TEAM

Sharon R. Pinder  
President & CEO

Joan Hairston  
Director of Corporate Services

Gina Dyson  
Director of Operations and  
Recertification Specialist

Patricia Ramos  
Director of MBE Services

Christine Bivens  
Program Manager, Certification

Sonya Bigelow Smith  
Director of Business  
Development

ShaDale Lopez  
Executive Assistant to the  
President and Events  
Coordination Assistant

## MBDA BUSINESS CENTER, CAPITAL REGION TEAM

Dennis Smith  
Director

Kyla Ramdat  
Program Analyst

Kenneth Clark  
Business Development  
Consultant

Anthony Robinson, Esq.  
Business Consultant

## MBDA FEDERAL PROCUREMENT CENTER TEAM

Gail Bassette  
Director

Dayvie Pachall  
Business Consultant

Claudia Barrera  
Program Analyst

Owen Jackson  
Business Consultant

Anthony "Tony"  
Robinson  
Business Consultant

Kim Harwell  
Business Consultant



# CERTIFICATION

Our core product for 46 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
- Dalila Perla, WSSC
- Jarred Ricks, M&T Bank
- Rosemarie Roberts, AARP
- Tracey Edwards, WSSC
- Christine Bivens, CRMSDC
- Gina Dyson, 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



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**Darlene Fuller**

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



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**Charles Martin**

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



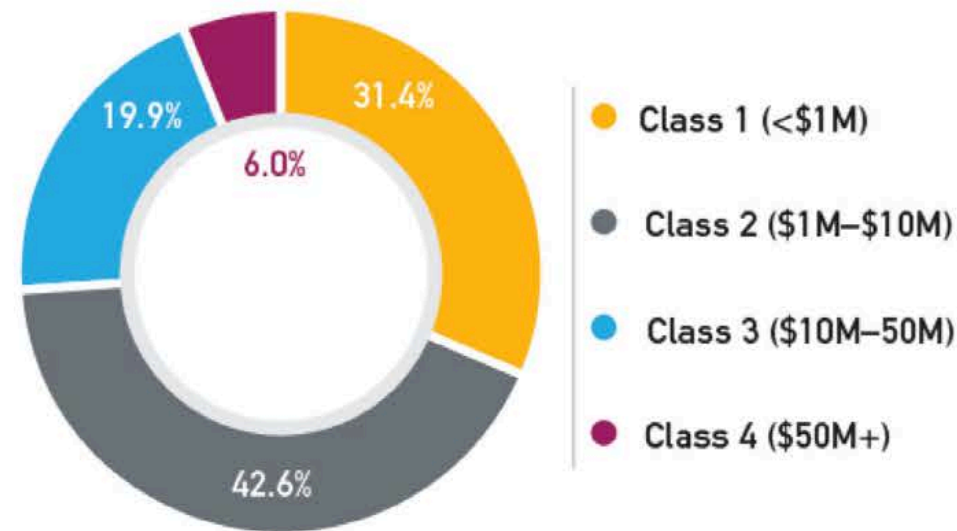
# FAST FACTS ABOUT CRMSDC MBES

## CRMSDC MBEs Years in Business



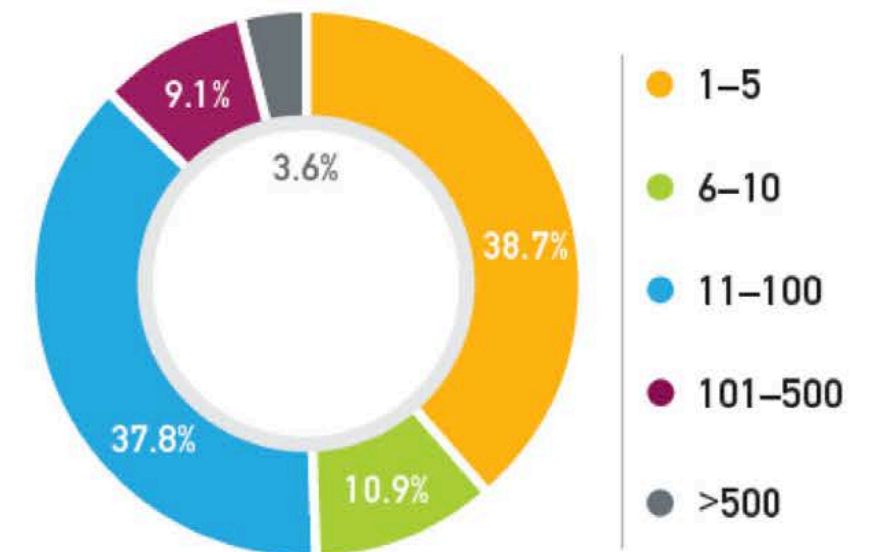
63.4% of CRMSDC's MBE's have been in business 10 years or more.

## MBEs by Class / Revenue



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

## Number of Full-Time Employees



# MBEIC

2018 began with the tenure of Mr. Kevin Williams, CEO of TekconnX, as the new chair of the MBE Input Committee.

The January MBEIC Breakfast was hosted at the Pepco Gallery featuring our MBDA Directors Gail Bassette and Dennis Smith.



## **Kevin Williams**

Chairman, MBE Input Committee  
CEO, TekConnX, LLC



# EXECUTIVE EDUCATION PROGRAMS

One organization that consistently ensures its support of the NMSDC Executive Education Program is the Hilton. Fred Lona – Senior Director Supplier Diversity & Performance Management Supply Management and our Board’s 1st Vice Chair, not only provides the necessary funding, he ensures that the company selected to receive this prestigious training is introduced to the appropriate parties within the Hilton corporation.

**Our hats are off to Mr. Fred Lona for his commitment to enriching the lives of our MBEs.**

# OUTREACH EXECUTIVE EDUCATION PROGRAMS



This year's recipients:

- Necole Parker Green, The Elocen Group
- Jeffrey Hargrave, Mahogany, Inc.



# 2018 IN-REVIEW

## SUPER MATCHMAKERS

In March, we embarked upon our 3rd annual Super Matchmakers where we facilitated 300 matches and featured an awesome headliner in **Mr. Emmitt Smith, former Dallas Cowboy** and now one of our certified MBEs. We had an honest conversation about the future and discussed hot topics with NASA's Chief Technologist Dr. Douglas Terrier, along with Carlota Tulloch VP of HSM Brand Relations from the Hilton and Dr. Charles Johnson-Bey from Lockheed Martin's Cyber Center of Excellence.

**Highlight Reel:** <https://www.youtube.com/watch?v=ilU7SWPNFCY>

## 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.

# 2018 IN-REVIEW

## GET ON THE PLANE BUSINESS TOUR

Sponsored by Southwest Airlines, and in partnership with the Florida State Minority Supplier Development Council, this was our second annual tour. This year we flew 15 CRMSDC minority business owners to Fort Lauderdale, FL. Our goal was to connect CRMSDC MBEs with FSMSDC MBEs and to provide our MBEs with access to opportunities in our sister market. Additionally, FSMSDC hosted a session with the Mayor of Broward County and we attended a special outreach focused on public school construction in Broward County.

## LEADERS AND LEGENDS AWARDS CEREMONY featuring the TOP 100 MBE AWARDS

In October we ended the year with a memorable awards recognition program. **Highlight reel: <https://www.youtube.com/watch?v=xg0ZPhSDdT0>**

Our 37th annual Leaders and Legends and 11th Annual Top 100 MBE Awards was held at the beautiful MGM Theatre and Grand Ballroom. Nearly 1000 guests attended an evening dedicated to showcasing our best and brightest. This included Corporation of the Year; Reginald F. Lewis Lifetime Achievement Award; and our impressive list of Supplier of the Year.



Building Networks:  
Creating Connections  
to Opportunities

2018  
Super  
Matchmaker  
Conference

Thursday  
March  
2018 **29** 8:30a  
-to-  
5:00p

Tommy Douglas  
Conference Center  
10000 New Hampshire Ave.  
Silver Spring, MD 20903







REASONS TO  
**TOP 5 ATTEND**  
THIS YEAR'S  
GOLF CLASSIC

Tuesday, June 26, 2018  
The Country Club at Woodmore

**1 GOLF CLINIC**  
**NOT READY TO PLAY A ROUND OF GOLF?**  
Join other colleagues to learn the game from our golf pros - Al Wilson and Tim McCreehy of TeeMac Golf Company.

**2 PRESIDENTS' GOLF INVITATIONAL**  
**WINNING FOURSOME** of the tournament will be an invited guest to play the Eastern Minority Supplier Development Council's tournament in Pittsburgh.

**3 GOLF SCHOLARSHIP CAMPAIGN**  
**A PORTION OF THE PROCEEDS WILL BE DONATED TO A DESERVING COLLEGE (UMES) STUDENT.** UMES is the nation's only HBCU that offers a PGA Golf Management Program Curriculum.

**4 CORPORATE LUNCHEON TABLES**  
**THE TIME TO TALK BUSINESS IS NOT ON THE GOLF COURSE BUT AT OUR LUNCHEON.** Our corporate partners will host their table and be on hand to discuss what's happening in their corporations!

**5 ON-COURSE MATCHMAKING**  
**STRATEGIC GOLF PAIRING** (where possible - MBEs with Corporate Members)

CRMSDC'S ANNUAL  
**GOLF CLASSIC**  
.....  
**The Best Business Networking and Golf Experience**  
*Where Corporations and Minority Suppliers Meet!*



# GET ON THE PLANE -BUSINESS TOUR-



Capital Region  
Minority Supplier  
Development Council



Florida State  
Minority Supplier  
Development Council










CRMSDC 37<sup>TH</sup> ANNUAL  
**LEADERS & LEGENDS** *Featuring*  
AWARDS CEREMONY  
SEPT 25 2018 / MGM NATIONAL HARBOR

2018 TOP 100 MBEs

The brightest business stars shine tonight.





CRMSDC 37<sup>TH</sup> ANNUAL

# LEADERS & LEGENDS

Featuring  
AWARDS CEREMONY



2018





REGINALD F. LEWIS  
LIFETIME  
ACHIEVEMENT  
AWARD WINNER

CORA  
WILLIAMS



CRMSDC 2018  
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CORPORATION  
OF THE YEAR  
WINNER

SODEXO



CRMSDC 2018  
ANNUAL  
BUSINESS  
REPORT

*Photograph by Mark Leppard*



**2017 CRMSDC SUPPLIER  
OF THE YEAR AND  
2018 REGIONAL  
SUPPLIER OF THE YEAR  
WINNER**

**KIM  
HARWELL**





# 2018 SUPPLIER OF THE YEAR

## Class 1

Annual Sales of  
up to \$1M



**Anyi Elekwachi, Ph.D.**  
Olan Associates, LLC

## Class 2

Annual Sales between  
\$1M and \$10M



**Sheila Dean Brooks, Ph.D.**  
SRB Communications, LLC

## Class 3

Annual Sales between  
\$10M and \$50M



**Tracy Balazs**  
Federal Staffing Resources, LLC

## Class 4

Annual Sales greater  
than \$50M



**Warren Thompson**  
Thompson Hospitality Corporation



CRMSDC 2018

# ANNUAL BUSINESS REPORT



Capital Region  
Minority Supplier  
Development Council

