2020 CRMSDC







Sharon R. Pinder • President & CEO



32020
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2020 OVERVIEW

This year, as the world faced a crisis like no other, the Capital Region Minority Supplier Development Council swung into action.

In response to the crisis, we quickly focused on our corporate members' most critical needs. We streamlined our procedures and rapidly embraced remote work to speed up decision-making, policy discussions, technical assistance, and training.

There is an old economic adage that states "When America sneezes, the world catches a cold". We believe when America sneezes, minority businesses catch pneumonia. This is evident by the impact of the Coronavirus Pandemic of 2020, layered with the social injustice suffered during the George Floyd tragedy. Throughout all of this, Black, Latino and other minority businesses are suffering.

It is reported by the National Bureau of Economic Research that 41 percent of Black-owned businesses – some 440,000 enterprises – have been shuttered by COVID-19, compared to 17 percent of white-owned businesses.

According to the Economic Policy Institute, "The disparate racial impact of the virus is deeply rooted in historic and ongoing social and economic injustices. Persistent racial disparities in health status, access to health care, wealth, employment, wages, housing, income, and poverty all contribute greater susceptibility to the virus – both economically and physically."

This Annual Report reflects the how CRMSDC pivoted during the pandemic—with a focus on adding value to our corporate members and our minority business suppliers. Along the way we recognized the positive impact of the work and service we delivered.

Sharon R. Pinder, President & CEO

2020 OVERVIEW

In 2020, our plan had to plan to accommodate the impact of the pandemic.

OUR PLAN:

Goal One

Implement policies and services to support the infrastructure of working remotely and providing services to corporate members and MBEs.

Goal Two

Retain the number of corporate members. Recruit new corporate members by adding five percent.

Goal Three

Recruit, retain and support MBEs during the pandemic crisis.

Goal Four

Identify alternative sources of revenue to support the organization during the pandemic.



New to the CRMSDC Board of Directors during 2020:

Simone Ray Hilton Supply Management

Rita Brooks SAIC

Clairesse Jackson
Alion Science and Technology

During 2020, two people left board service:

Dr. DeVance Walker Montgomery County Government

Charlie Partridge Pepco Holding, Inc.



BOARD OF DIRECTORS / EXECUTIVE COMMITTEE



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



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



Roland L. Jones1st Vice Chair
Washington Metropolitan
Area Transit Authority



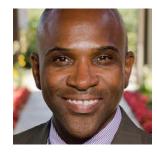
Shakira Garcia
2nd Vice Chair
Eastern Supplier Diversity &
Community
Relations Manager
Caesars Entertainment



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



Blair Hayes
Treasurer
Vice President, Chief Diversity
Officer and Ombudsman
University of Maryland
Global Campus



Barron L. Stroud, Jr.
General Counsel
Partner/CEO
Stroud Priest, LLC



Kevin Williams
Chairman, MBE Input
Committee
CEO
TekConnX, LLC

BOARD OF DIRECTORS / COMMITTEE CHAIRS



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



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



Robyn Snyder
Chair, Membership Committee
Supplier Diversity Program Manager
Lockheed Martin



Graylin SmithChair, Finance Committee
Managing Partner
SB & Company, LLC



Tomaneci Waller-Day
Chair, Training and
Director, Employee and
Supplier Diversity
Office of Inclusive Engagement
Freddie Mac



Roxanne Wilson
Co-Chair, Procurement Committee
Supplier Diversity Manager
Fannie Mae



Rita BrooksDirector, Small Business
Programs, Corporate
SAIC



Jonathan R.
Butler
Director, Prince George's
County Government
Office of Central Services



Angela Clarke
Senior Director of
Purchasing
Marriott International, Inc.



Victor Davis
Senior Specialist,
Supplier Diversity
Washington Gas



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

2020 CRMSDC



Chireda Gaither
Small Business Liaison Contracts
Leidos



Claude Gregory
Managing Member
Financial & Realty
Services, LLC



Anthony Irudhayanathan President & CEO Zillion Technologies, Inc.



Clairesse
Jackson
Alion Science and
Technology



Allison Kube
Enterprise Supplier
Management
Capital One



Kimberly MarcusDirector, Supplier Diversity
AARP



Necole Parker
CEO
ELOCEN Group, LLC



Anjali "Ann" Ramakumaran CEO Ampcus Inc.



Simone Ray
Director, Corporate
Procurement &
Supplier Diversity
Hilton Supply Management



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



Jarred Mikael Ricks
Business BankingRelationship Manager
M&T Bank





Arnold Sowa
Retired Chief
Procurement Officer
MetLife



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



Voltaire Walker
President & CEO
Northrop Grumman
Corporation
Mission Systems



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



Kristi C. Whitfield
Director
DC Dept. of Small and Local
Business Development



Cora Williams
President
Ideal Electrical Supply Corporation

10







to advancing our mission and vision.

While 2020 has been challenging, many

of our corporate members remained

committed and captured the headlines.





















































































































































FORBES GLOBAL 2000 LIST OF WORLDS LARGEST COMPANIES (15 LOCATED IN THE DMV)

#8 Bank of America

#17 Wells Fargo

#62 Siemens

#145 Lockheed Martin

#161 Capital One

#169 Exelon

#237 AstraZeneca

#241 Northrop Grumman

#276 Dominion Energy

#328 Fannie Mae

#340 Freddie Mac

#389 BAE Systems

#439 AIRBUS

#458 Marriott

#482 Southwest Airlines



"**Ampcus** acquires IT Staffing provider iTech Solutions" –staffingindustry.com

"Yearend will be the start of Travel's turnaround, says **Hilton** exec" -bloomberg.com

"Capital One now lets you use Credit Card reward points to buy stuff with Paypal" –money.com "Exelon's 2020 Diversity & Inclusion Honor Roll Recognizes Business Partners Advancing Core Values" –www.businesswire.com

HEADLINE NEWS

"Southwest Airlines aim to double leadership racial diversity in 5 years" –bizjournals.com/washington

"BGE, Constellation and their parent company Exelon donate \$1M toward coronavirus relief organizations" –bizjournals.com/baltimore

"McCormick says Consumers are forming new home-cooking habits" -fool.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 have accomplished any of our mandates without our dedicated and talented team.







The CRMSDC Business Consortium is our brand which describe the union 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.



Capital Region BUSINESS Minority Supplier BUSINESS Collson RTIUM

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









THE CONSORTIUM









Sharon R. Pinder President & CEO

Sonya Bigelow-Smith
Director, Business Development

Christine Bivens, MCA
Program Manager, MBE Services

Gina Dyson Manager, Operations and Special Projects Joan Hairston

Director, Corporate Services

Nicole Miles

Manager, Marketing & Branding

L. Errol Taylor Director, MBE Services

MBDA BUSINESS CENTER, CAPITAL REGION TEAM

Dennis Smith

Director

Kenneth Clark

Business Consultant

Carmen Larsen

Business Consultant

LaToya Moore

Project Coordinator

MBDA FEDERAL PROCUREMENT CENTER TEAM

Tommy Marks

Director

Claudia Barrera

Business Analyst and Advisor

Khalilah Madison Project Analyst

Jacob Brown

Marketing Specialist



Darlene Fuller

Co-Chair Certification Committee

Senior Director, Supplier Diversity Sodexo, Inc.



Charles Martin

Co-Chair Certification Committee

Admin Vice President & CRA Officer M&T Bank

CERTIFICATION

Our core product for 49 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:

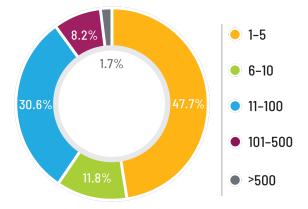
- Tracey Edwards, WSSC
- Clairesse Jackson, Alion
 Science and Technology
- Robyn Snyder, Lockheed Martin
- Dalila Perla, WSSC
- Jarred Ricks, M&T Bank
- Errol Taylor, CRMSDC
- Christine Bivens, CRMSDC

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.



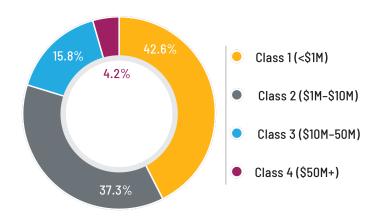
FAST FACTS ABOUT CRMSDC MBES

Number of Full-Time Employees



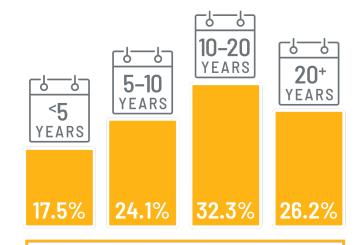
40% of CRMDSC MBEs have 11 or more employees

MBEs by Class / Revenue



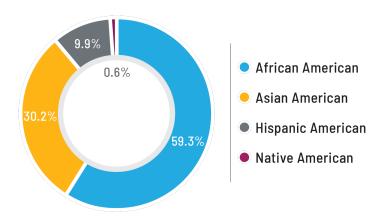
57% of CRMSDC MBEs have annual revenues over \$1 million

CRMSDC MBEs Years in Business



58% have been in business for over 10 years

MBE Owners by Ethnicity





MBE INPUT COMMITTEE

The MBE Input Committee continued into 2020 under the leadership of Kevin Williams, CEO of TekConnX. The January MBEIC Kick-Off Breakfast was hosted at PEPCO Gallery and featured our popular MBE PitchMania event.



Kevin Williams

Chairman, MBE Input Committee CEO, TekConnX, LLC





YEARINREVIEW







2020 Annual

Minority Business Enterprise Input Committee





MBEIC KICK-OFF BREAKFAST

featuring PITCH MANIA_{IV}

> Wednesday, January 29, 2020 8:00A - 11:30A



MBEIC KICK-OFF BREAKFAST







Installation of the Board of Directors by Mayor Bernard "Jack" Young. This special swearing-in ceremony was held at City Hall.





government agencies



Gain relevant tips to help you compete as a federal contractor



Learn what it takes to acquire contracts to increase revenue



growth and sustainability

February 26, 2020 • 8:30am-4pm

Houston Community College's Southeast Campus 6815 Rustic Street • Houston, TX 77087









Tommy Marks implemented step 2 of the Federal Procurement Center's Partnering to Scale series. It was held in Houston, Texas at the Houston Community College's Southeast Campus. Representatives from several federal agencies were in attendance.

In March – our world came to a screeching halt! We quickly moved from in-person to a virtual world and successfully conquered the unknown.

CORONA VIRUS

Our Virtual World...





Surviving the Coronavirus Pandemic

As a result of the COVID-19 pandemic the CRMSDC Business Consortium quickly pivoted to address the needs of our network. We have developed a series of newsletters and webinars branded as "HOTSHEET" to reach and inform our minority businesses and corporate members. We have published 12 issues of our newsletter with relevant and informative

Newsletter

Issues

content for our database of over 15k.

12

211K

Small & Medium Businesses Served via Newsletters

We produced 12 live webinars engaging over 2,400 attendees approx. 52% of our registrants. We saw a strong representation across the DMV region yet also on average reaching across **24 states** including Puerto Rico & the Virgin Islands. Our webinars have received an average overall rating of 84% for providing excellent/good content and substance.

Live Webinars

2,400+

Attendees

24

States





VIRTUAL PRODUCTIONS REACHING THOUSANDS...



Surviving the Coronavirus Pandemic

www.crmsdccares.com



























HOTSHEET NEWSLETTER LAUNCHED IN MARCH 2020

This series was highly successful in covering the topics relevant to living through a pandemic.



BUSINESS CONSORTIUM
HOTSHEET

SPECIAL EDITION
WHERE IS THE MONEY?
PARTVIII

Tuesday, August 4, 2020 9:30a-10:30a

REGISTER NOW www.crmsdc.org

Cybersecurity
Requirements for the
Federal Government

Join us for an informative session that will outline The Cybersecurity Maturity Model Certification (CMMC) requirements and the process by which you can get there.

WHERE IS THE MONEY?

SERIES

www.crmsdccares.com





HOTSHEET LIVE WEBINARS LAUNCHED IN APRIL 2020

Certification Process

1 REQUEST LOGIN and complete prequalification questionnaire at

www.crmsdc.org/became_certified.php

Then complete application:

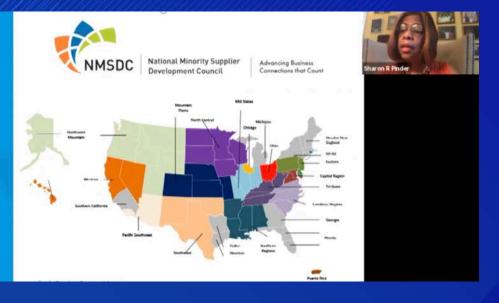
- Submission of relevant documentation upload documents
- b. Proof of ethnicity for all owners
- c. Business creation documents
- d. Financial information, debt instruments, documents
- e. Managerial & operational control documentation
- f. Certain tax records, documents

(A) DESK AUDIT; (B) SITE VISIT
CRMSDC (a) in-depth review of application is performed; (b) representative visits your headquarters for interview & tour





NMSDC Affiliate Network



ANNUAL BUSINESS REPORT

FIRST VIRTUAL PRE-CERTIFICATION BRIEFING & MBE ORIENTATION









WE MADE THE LIST AGAIN! This is a testament to our ongoing dedication and hard work put in by our Board of Directors, Consortium Staff, Corporate Members and MBEs.

MBDA CENTERS





DENNIS SMITH, DIRECTOR

The MBDA DC Center achieved its annual goals for two of four of the most important targets, contract dollars awarded, and jobs created – all this in the first six months of this unusual and challenging year. The Center worked ardently in assisting at least twenty MBEs with receiving financial awards totaling over \$36 million dollars collectively.

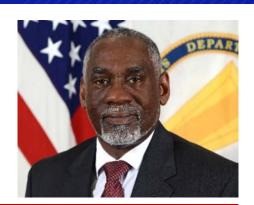
20+

MBEs Assisted

\$36M

Contract Dollars Awarded





TOMMY MARKS, DIRECTOR

The MBDA Federal Procurement Center's final performance score for Year 4 was 114.36 total points, with an overall rating of "Outstanding." Recognized nationally as a member of the MBDA Century Club at the MEDWEEK 2020 Virtual Conference September 13-19, 2020.

114.36

Final Performance Score

OUTSTANDING

Overall Rating

Wells Fargo MBE CEO Leadership Academy Program





Capital Region Minority Supplier Development Council

The Wells Fargo MBE Leadership Academy which included 15 Class 1 and 2 certified MBE's. We launched August 24, and presented the module on Business Growth Strategies. On September 21, we featured a session on Access to Capital, followed by Talent Management which took place on October 24. The closing sessions was held on November 19 and in addition a presentation on Mind and Body Wellness the members were able to individually record their experience with the MBE Academy.









VIRTUAL MBE CEO LEADERSHIP ACADEMY PROGRAM





2020 MBE CEO LEADERSHIP ACADEMY



Abstract
Evolutions
DAVID
WILLIAMS
CEO



Acuna
Consulting Inc.
ALAND
ACUNA
President & CEO



Brownstone
Consulting Firm
CORDELL B.
ROBINSON, JD
CEO



Gilford
Construction
HENRY
GILFORD



Global Executive
Staffing
WILLIAM A.
SCOTT, II
Founder



Mid-Atlantic Realty BERNARD MIZZELLE Principal Broker and CEO



Miles Ahead
Entertainment Inc.
SHEILA
ELDRIDGE
CEO



Net.America
Corporation
CLARE
RAZAQ-HINES
Principal and Founder



Secure Innovate
Technology Corp.
IOBAL
AMIRI, PhD
Founder & Managing
Partner



ShareTech
Solutions
MARK
EVANS
Founder and CEO



Social Lens
Research /
Lens Engage

JULIE
DIAZ-ASPER
Founding Partner



Starr &
Associates
JAMAL
STARR
President



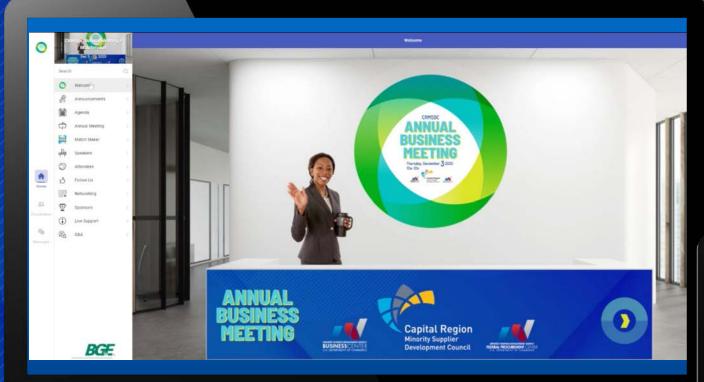
Sylver Rain
Consulting, LLC
LATOYA S.
WHITE
Founder/President & CEO



The Coles
Group LLC
MARVIN
COLES
President and CEO



Velocity Sense
GIDEON
FERNANDEZ
Principal



Continuing on our theme to leverage the virtual world, we held one of our major events online using the Socio platform. We combined our Annual Meeting with a Matchmaker, so it was essentially two major events in one.





2020 ANNUAL BUSINESS MEETING + MATCHMAKER



2020 AWARDS

















CHAIRMAN'S AWARD THE CERTIFICATION TEAM



CHARLES MARTIN Chair M&T Bank



DARLENE **FULLER** Co-Chair Sodexo, Inc.



TRACEY EDWARDS Washington Suburban Sanitary Commission



CLAIRESSE JACKSON Alion Science and Technology



ROBYN **SNYDER** Lockheed Martin



TAYLOR Director of MBE Services Capital Region MSDC



BIVENS Program Manager Capital Region MSDC



CORPORATIONS OF THE YEAR







SUPPLIER OF THE YEAR NOMINEES CLASS 1 NOMINEES CLASS 2 NOMINEES







Kevin Williams Gideon Fernandez Velocity Sense Michael Chung Washington Software, Inc.





Sonya Hopson Sage Services Group LLC

SAGE 🥌

Sandeep "Sunny" K. Tuteja Assurit Consulting

Group, LLC

assurit



Suresh K.
Gursahaney
MicroAutomation,
Inc.



Mercedita R.
Roxas-Murray
& Teresa Pipia
Montage
Marketing Group



Marvin E. Coles The Coles Group, LLC



Darryl Wiggins Public Sector Solutions Group (PS2G)



Jean Claude Fresnel Jr. Lenserf & Co. Inc.

SUPPLIER OF THE YEAR NOMINEES CLASS 3 NOMINEES CLASS 4 NOMINEES







Michael B. Wong DayBlink Consulting LLC Anthony Irudhayanathan Zillion Technologies Sandeep Harjani Infojini Inc.





Noel Ayala Brother's Mechanical, Inc. Elda M. Devarie E.M.D. Sales, Inc.







Robin Rhee Rhee Bros, Inc.

2020 PRESIDENT'S AWARD FOR LEADERSHIP & COMMITMENT









Î 2020 PRESIDENT'S AWARD Î



KAREN PRICE-WARD

Thank you for your innovative and dedicated leadership. We sincerely appreciate your commitment as a true community partner in pursuit of economic excellence for minority businesses.













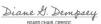
2020 PRESIDENT'S AWARD

PRESENTED TO

MBDA Business Center

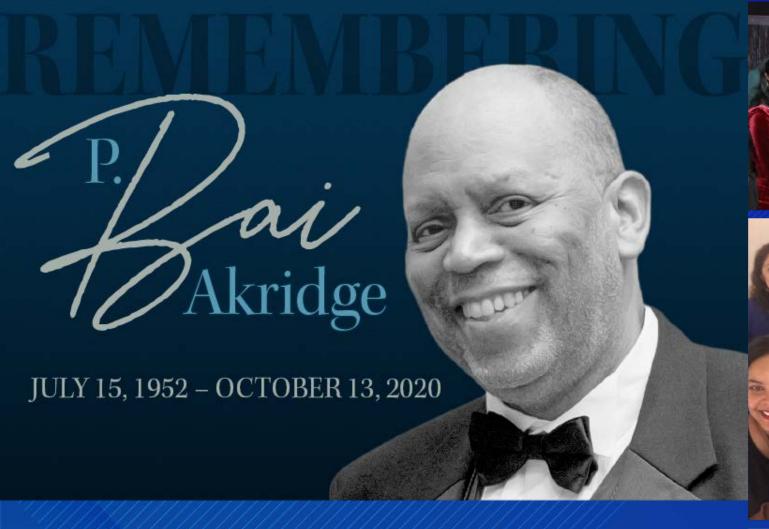
Thank you for your years of sacrifice and commitment... for being a dynamic force and champion for minority businesses... for lifting your voice against racism and social injustice.





















IN MEMORIAM



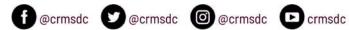




10750 Columbia Pike Suite 200 Silver Spring, MD 20901 301.593.5860 www.crmsdc.org

10750 Columbia Pike Suite 200 Silver Spring, MD 20901 301.242.5320 www.mbdadc.com

1800 Diagonal Road Suite 600 Alexandria, VA 22314 301.857.0200 www.mbdafpc.com











in /capital-region-minority-supplier-development-council-inc/