

2021 CRMSDC

# ANNUAL BUSINESS REPORT



Capital Region  
Minority Supplier  
Development Council



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



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

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2021 CRMSDC  
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# 2021 OVERVIEW



# Message from the **PRESIDENT & CEO**



**For the Capital Region Minority Supplier Development Council, 2021 became an extension of 2020. Although 2020 caught the world by surprise, and CRMSDC pivoted to accommodate our stakeholders, we still did not know what was in store for us.**

Entering 2021, the global economy transfigured and was on lockdown. Here locally, we were trying to determine our re-entry into the workplace and the new normal for our businesses, families, and way of life. A ray of hope has been those entrepreneurs that have made lemonade out of lemons. They were able to leverage the tragic times into revenue opportunities.

However, unfortunately, throughout 2021, we recognize that many minority-owned businesses still face challenges due to the lingering effects of the COVID-19 pandemic. Minority entrepreneurs, in particular, still struggle to access the resources that will help to sustain, reopen and grow their businesses.

On November 15, 2021, the MBDA was made permanent with the passing of the Minority Business Development Act of 2021. This legislation includes new and broader authorities that will significantly transform and elevate the Agency within the U.S. Department of Commerce. It positions the Agency to illuminate the root causes of disparity, convene and mobilize the minority business community, serve as an advocate of MBEs within the government, and marshal resources toward programs and initiatives that accelerate the growth of MBEs. ([mbda.gov/2021](https://mbda.gov/2021))

Our relationship with MBDA has pivoted as well. As we wrap up our five-plus year grant commitment with the operation of our MBDA Business Center DC and the Federal Procurement Center, we have been given the opportunity to open and manage a historic center for the agency. We are excited to make this part of our legacy.

The CRMSDC Team continues to be second to none. With more than 200 years of combined history in this space, I am very proud of them. This work could not be done without their unwavering commitment to excellence for our corporate members and MBEs. They are second to none!

A handwritten signature in black ink, appearing to read "Sharon R. Pinder".

Sharon R. Pinder, President & CEO



# OUR PLAN

During 2021, our plan to move forward from the 2020 pandemic year:

## 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 in the pandemic's new normal.

2021 CRMSDC  
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# 2021 BOARD OF DIRECTORS





# 2021 BOARD OF DIRECTORS / EXECUTIVE COMMITTEE



**Frank Kelly**

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



**Sharon R. Pinder**

President & CEO  
Capital Region Minority  
Supplier Development Council



**Roland L. Jones**

1st Vice Chair  
Washington Metropolitan  
Area Transit Authority



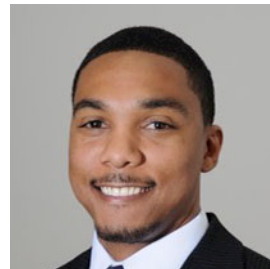
**Shakira Garcia**

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**

Chair, MBE Input Committee  
CEO  
TekConnX, LLC

# 2021 BOARD OF DIRECTORS / COMMITTEE CHAIRS



## **Diane Dempsey**

Chair, Ethics & By-Laws Committee  
Director, Socio-Economic  
Business Programs  
BAE Systems, Intelligence &  
Security Sector



## **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



## **Robyn Snyder**

Chair, Membership Committee  
Supplier Diversity Program  
Manager  
Lockheed Martin



## **Graylin Smith**

Chair, 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



## **Rupert R. Warner, Jr.**

Chair, Nominating Committee  
Program Manager,  
Supplier Diversity  
United States Postal Service



# 2021 BOARD OF DIRECTORS



**Rita Brooks**

Director, Small Business Programs, Corporate SAIC



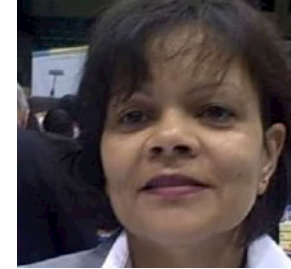
**Jonathan R. Butler**

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



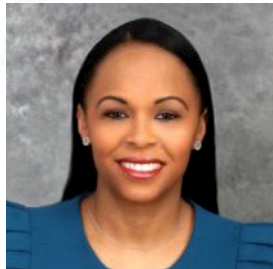
**Tracye Funn**

Manager Corporate Contributions and Supplier Diversity  
Washington Gas, A WGL Company



**Chireda Gaither**

Small Business Liaison - Contracts  
Leidos



**Ana Gonzalez**

Vice President - Senior Relationship Manager  
M&T Bank



**Claude Gregory**

Managing Member  
Financial & Realty Services, LLC



**Anthony Iruhdhayanathan**

President & CEO  
Zillion Technologies, Inc.



**Claïresse Jackson**

Small Business Liaison Officer  
Alion Science and Technology

# 2021 BOARD OF DIRECTORS



**Allison Kube**

Supplier Diversity Manager  
Capital One



**Kimberly Marcus**

Director, Supplier Diversity  
AARP



**Trisha McRoberts**

Head of Americas Procurement  
McCormick & Company, Inc.



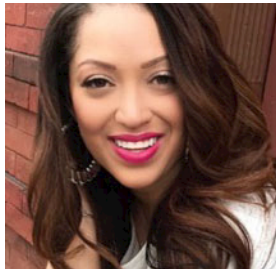
**Necole Parker**

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



**Arnold Sowa**

Retired Chief  
Procurement Officer  
MetLife



# 2021 BOARD OF DIRECTORS



**Paul Taylor**

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



**Voltaire Walker**

Sector Manager, Global  
Supplier Diversity Programs  
Northrop Grumman  
Corporation



**Kristi C. Whitfield**

Director  
DC Dept. of Small and Local  
Business Development



**Cora Williams**

President  
Ideal Electrical Supply  
Corporation

# 2021 BOARD OF DIRECTORS

## *Thank you to our Unsung Heroes*

This year we bid farewell to four board members who have served the organization for decades. Their contributions are immeasurable. We wish them well as they retire and enter into the next chapter of their lives.



**Sheila Dews-  
Johnson**

Director, Supplier  
Diversity Program  
McCormick & Company, Inc.



**Robyn Snyder**

Supplier Diversity  
Program Manager  
Lockheed Martin



**Voltaire Walker**

President & CEO  
Northrop Grumman  
Corporation  
Mission Systems



**Cora Williams**

President  
Ideal Electrical  
Supply Corporation

*A special congratulations to  
Cora Williams on selling her  
business Ideal Electric.*



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# CORPORATE MEMBERS



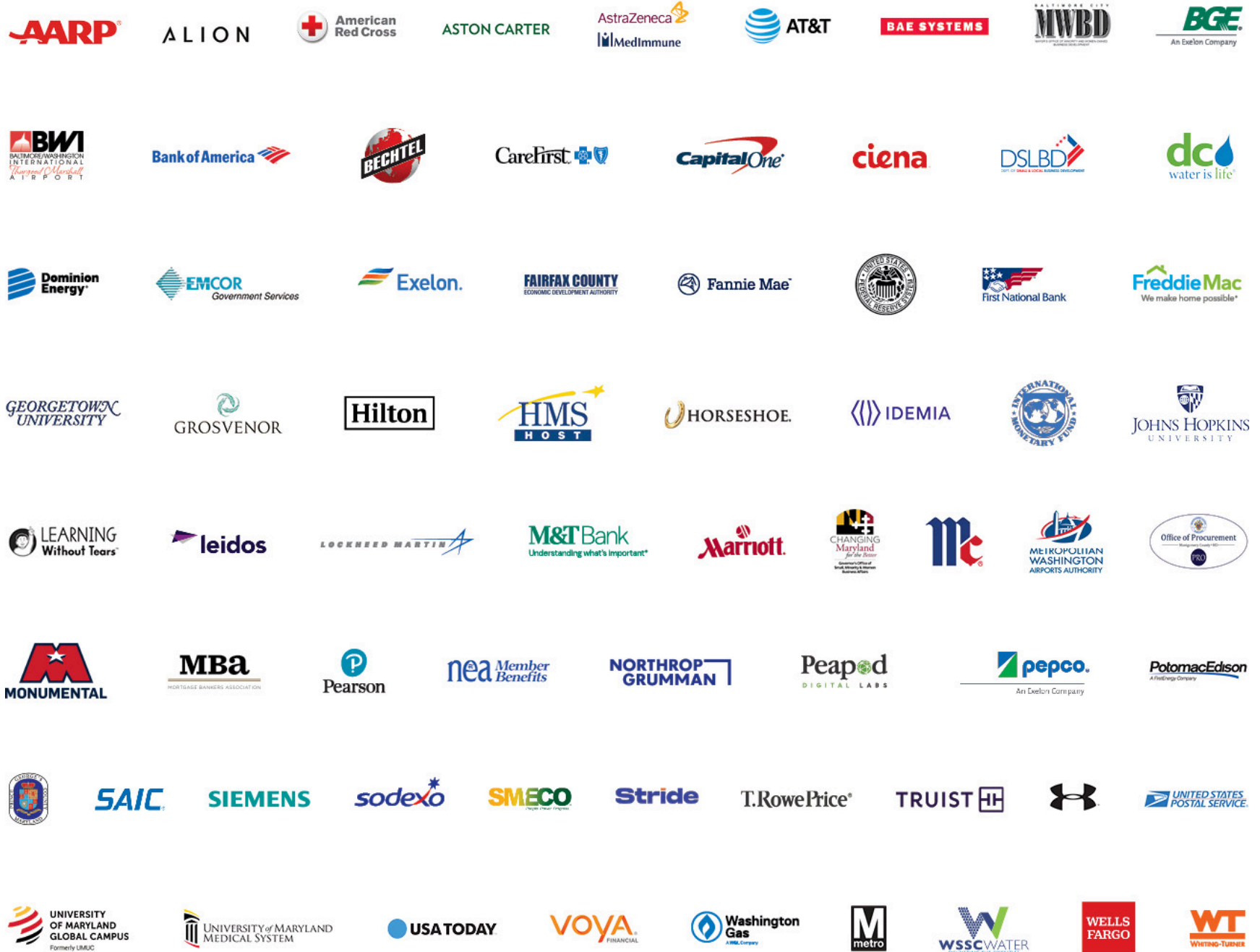


# OUR CORPORATE MEMBERS

We extend our gratitude to all of our corporate members who have committed to advancing our mission and vision. While 2021 has been challenging, many of our corporate members remained committed and captured the headlines.



# CRMSDC CORPORATE MEMBERS



**FORTUNE 500  
LIST OF  
AMERICA'S  
LARGEST  
COMPANIES  
(12 LOCATED  
IN THE DMV)**

**#11 AT&T**

**#25 Fannie Mae**

**#29 Bank of America**

**#35 USPS**

**#37 Wells Fargo**

**#47 Freddie Mac**

**#49 Lockheed Martin**

**#86 Northrop Grumman**

**#92 Exelon**

**#99 Capital One Financial**

**#336 Southwest Airlines**

**#596 Hilton**



*“**Ampcus** receives Robert J. Brown Minority Business Enterprise of the Year at MEDWeek”*

**Fannie Mae** is leveraging technology to expand access to homeownership”  
-Washington Post

**Bank of America** launches Business Advantage Unlimited Cash Rewards Cards for Entrepreneurs”  
-CNBC

**Exelon** announces \$36 Million Equity Fund to Support Minority-Owned Business Growth” –Yahoo Finance

# HEADLINE NEWS

“Smithsonian Latino Center receives \$2 Million Gift from **Wells Fargo**” -Benzinga

*“**AT&T** announces the opening of the first of more than 20 AT&T Connected Learning Centers to close the digital divide” -CNBC*

*“**USPS** outlines \$8B infrastructure investment in 2022 as sign of bright future” –Federal News Network*

“New **Freddie Mac** initiative helps renters build credit”  
-The Motley Fool



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# CERTIFICATION







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## Darlene Fuller

Co-Chair  
Certification Committee

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Senior Director,  
Supplier Diversity  
Sodexo, Inc.



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## 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
- Claïresse 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.

# MBE

# CERTIFICATION

Growth area  
locally and nationally

During 2021, we continued to break records. Our goal was 500; we surpassed it by 50.

**550**  
**CERTIFIED**



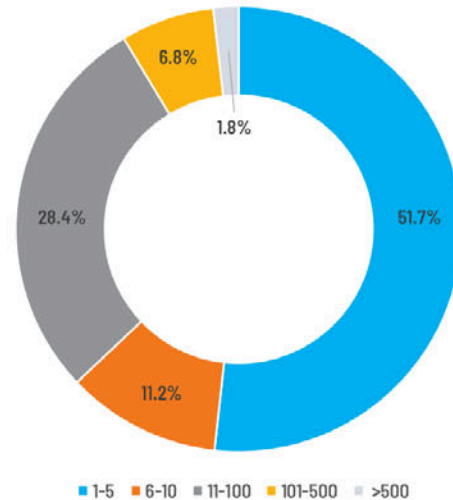
**240**  
**RE-CERTIFIED**



# FAST FACTS ABOUT CRMSDC MBES

CRMSDC MBEs employ over **47,000** employees, of which over **33,000** are minorities

## Number of Full-Time Employees

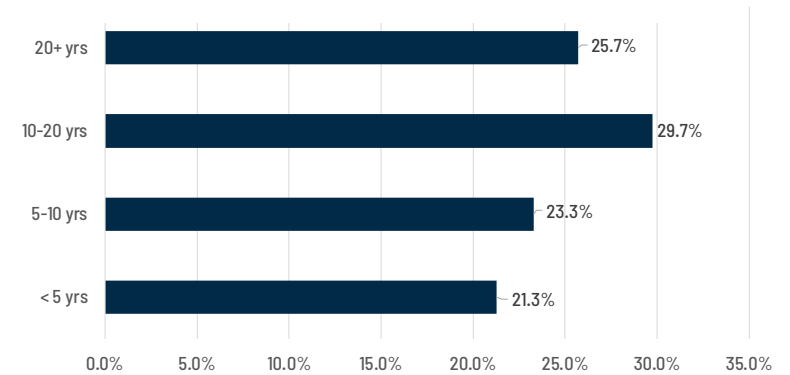


**8%** of CRMSDC MBEs have 100 or more employees

**28%** have 11 to 100 employees

**63%** have 1 to 10 employees

## CRMSDC MBEs Years in Business

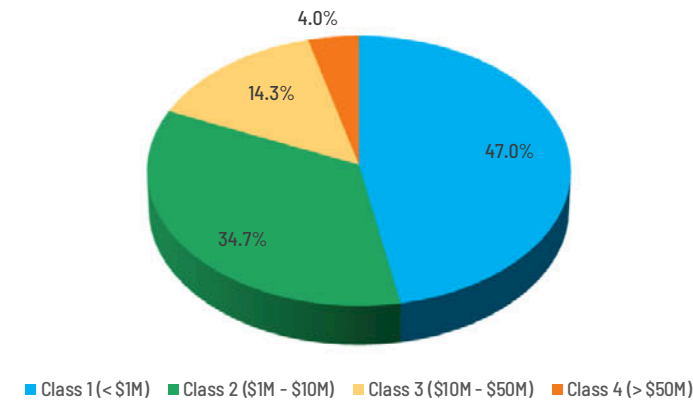


**79%** have been in business for 5 years or more

**55%** have been in business for over 10 years

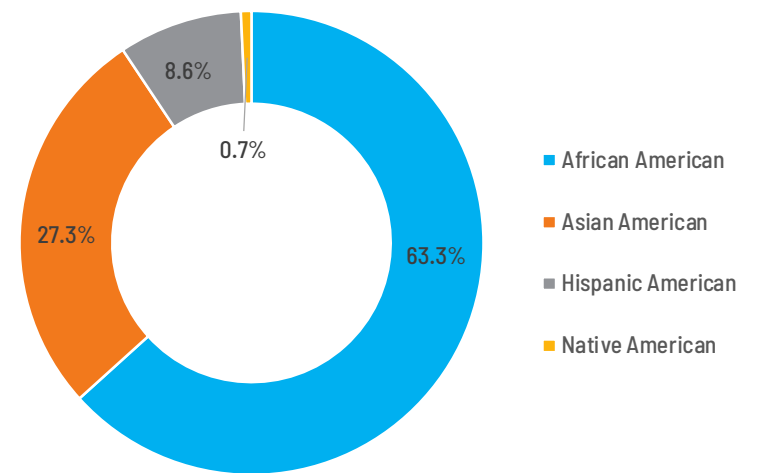
**26%** have been in business for over 20 years

## CRMSDC MBEs by Class / Revenue



**53%** of CRMSDC MBEs have annual revenues over \$1 million

## MBE Owners by Ethnicity



# MBE INPUT COMMITTEE

The MBE Input Committee continued into 2021 under the leadership of Kevin Williams, CEO of TekConnX. The MBEIC Kick-Off Breakfast went virtual and featured our popular MBE PitchMania event.



## **Kevin Williams**

Chairman, MBE Input Committee  
CEO, TekConnX, LLC





Capital Region  
Minority Supplier  
Development Council & **MBE**  
Input Committee

PRESENT



**MAY 20, 2021**

## WINNERS



**21st  
Century**  
EXPO GROUP

**Iman McFarland**

21st Century Expo Group  
The Campus Studios



**GREEN TURNKEY**  
INC.

**Khalid Malik**

Green TurnKey Inc.



**Deidre Sherman**

DigiDoc

## FINALISTS



**UNITED  
SCHOOLS  
ASSOCIATES**

**Wendell Carter**

USA Employee Benefits Company



**Shawn Vaughns**

Square One Technologies Inc.



**Ted Wright**

LPR International



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# YEAR IN REVIEW







# WE MADE THE LIST AGAIN!

For 2021, the Washington Business Journal ranked the Capital Region Minority Supplier Development Council as #11 out of 30 as the Largest Business Advocacy Group in the Greater D.C. region.



# RELATIONSHIPS

## MOUs MEMORANDUMS OF UNDERSTANDING



Via MOUs, we added to our relationship portfolio the Frederick County Chamber of Commerce and the District of Columbia Department of Small & Local Business Development.



**MBDA Grant - We asked the Carolinas Virginia MSDC to partner with us in our pursuit of the MBDA Business Center, Virginia.**



**During 2021, we continued our partnerships with the Florida Minority Supplier Development Council in delivering their SBA 7J program grant.**



# RELATIONSHIPS

## FOUNDATIONS MBE ACADEMY

We collaborated with the Eastern MSDC to develop and deliver the FOUNDATIONS MBE Academy. It is a 6-month academy-type experience for MBEs interested in gaining knowledge and resources in the utility industry.

The curriculum covered topics on safety, industry forecasts/trends, marketing, non-traditional opportunities, business ethics, estimating/value assessments, contracts & negotiations and value propositions.



Powered by



**exelon**<sup>SM</sup>

**20**  
MBEs

**5**  
Mentors



# EVENTS

**SPECIAL EDITION  
WHERE IS THE MONEY?**

## HOT CHAT

MINORITY BUSINESS CONNECTIONS

with

Capital Region  
Minority Supplier  
Development Council

BUSINESS CENTER

www.recruitment.com



**MERCEDITA  
ROXAS-MURRAY**  
Founder and CEO  
Montage Marketing Group



**APRIL  
RICHARDSON**  
President & Co-Founder  
DC Sweet Potato Cake



**PETER  
FRANCHOT**  
Comptroller of  
Maryland

**BUSINESS CENTER**

## VETERANS WEBINAR

LOOKING TO THE FUTURE AND THE IMPACT OF BUILDING BACK BETTER

Join us for a virtual discussion on Tuesday, November 23, 2021 from 2p-3p

**REGISTER**

www.mbdavirginia.com/webinars

**MODERATOR**  
**TOMMY MARKS**  
Director  
Virginia MEDIA Business Center

**PANELISTS**  
**ANGELA BILLUPS, Ph.D.**  
Executive Director  
Office of Acquisition and Logistics  
U.S. Department of Veterans Affairs

**LOUISA L. JAFFE**  
CEO/President  
Technical and Project Engineering LLC (TAPE)

**SHARON G. RIDLEY**  
Executive Director  
U.S. Department of Veterans Affairs  
Office of Small and Disadvantaged Business Utilization



We continued to explore the virtual world with our webinars and podcasts.

## CRMSDC SUPER MATCHMAKER CONFERENCE

Our Super MatchMaker took place on June 24, 2021. We featured PitchMania and announced our Supplier of the Year in Classes 2, 3 and 4.

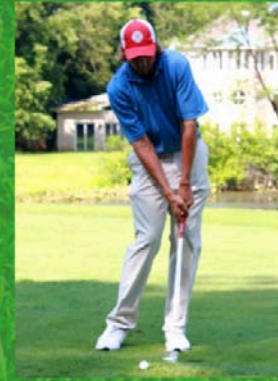


CRMSDC'S ANNUAL

## GOLF CLASSIC

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

Our 2021 Golf outing was our inaugural face-to-face event. We had a record number of golfers and clinic attendees.

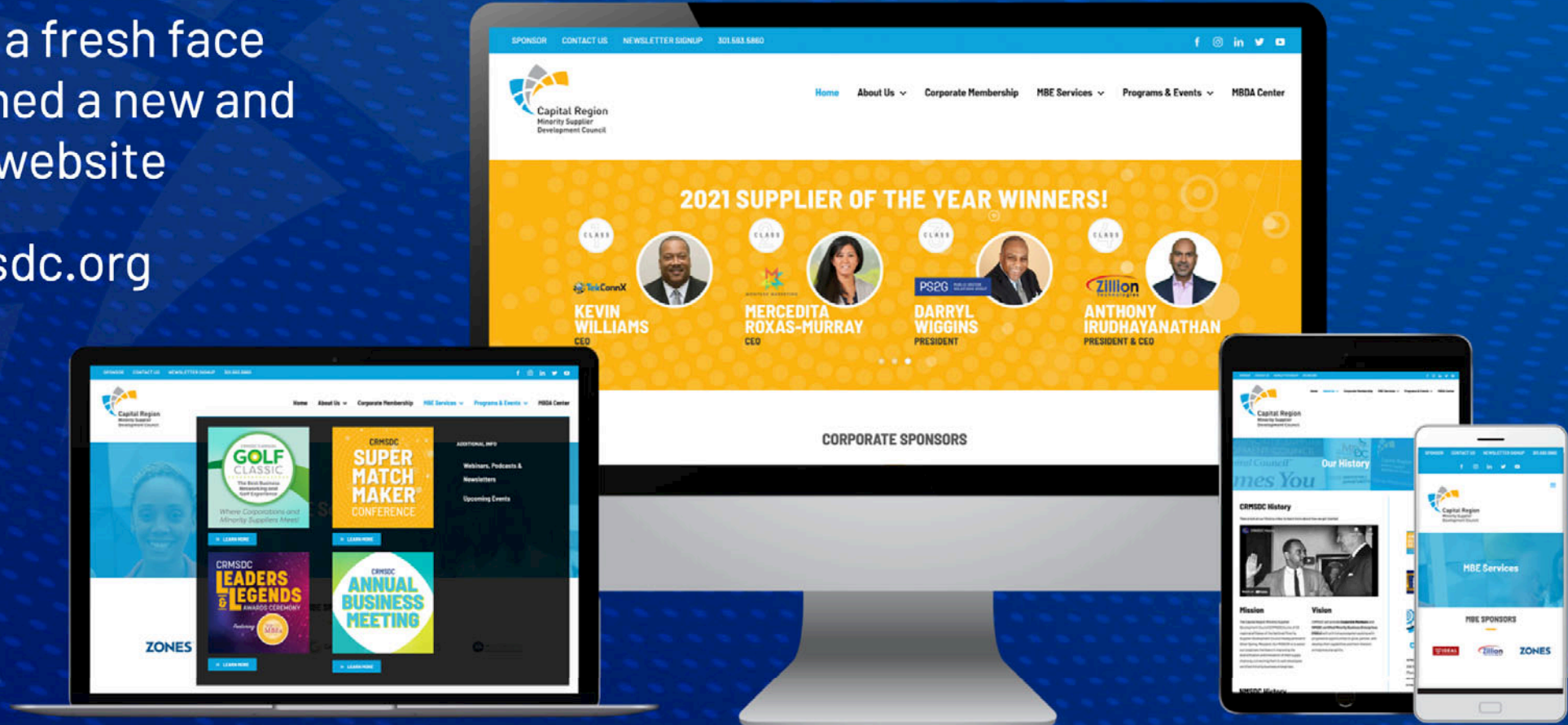




# MARKETING & BRANDING

We put on a fresh face  
and launched a new and  
improved website

[www.crmsdc.org](http://www.crmsdc.org)



# THE BUSINESS CONSORTIUM

We said goodbye to our five-year journey of successfully operating our MBDA Centers.

June marked the successful completion of **5 years** Operating **2 MBDA Centers.** In that time, we...



...HELPED our clients win over **\$540M** in contracts that created or saved nearly **4000** jobs through contract activity with corporations, federal, state and local government agencies

...SERVICED **500+** clients

...WON **5** MBDA Century Club Awards for Outstanding Performance



...HELPED our clients win over **\$20.3B** in contracts that created or saved nearly **2800** jobs through contract activity with corporations, federal, state and local government agencies

...SERVICED **1313** clients

...WERE RECOGNIZED as an MBDA Century Club Award-Winning Center



We said hello to a brand-new experience...



# 1<sup>st</sup> MBDA Center in the Commonwealth of Virginia is OPEN!

- GLOBAL BUSINESS DEVELOPMENT
- ACCESS TO CAPITAL
- ACCESS TO CONTRACTS
- ACCESS TO MARKETS
- STRATEGIC BUSINESS CONSULTING



[www.mbda-virginia.com](http://www.mbda-virginia.com)



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# 2021 AWARDS



**CHAIRMAN'S  
AWARD**



**PRESIDENT'S  
AWARDS**



**SUPPLIER OF THE  
YEAR AWARD**



**CORPORATION OF  
THE YEAR AWARD**



**Capital Region  
Minority Supplier  
Development Council**



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



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





Capital Region  
Minority Supplier  
Development Council

# CHAIRMAN'S AWARD MBE INPUT COMMITTEE



## CHAIRMAN

**KEVIN  
WILLIAMS**

TekConnX  
Virginia

## 1ST VICE-CHAIR

**ANTHONY  
IRUDHAYANATHAN**

Zillion Technologies, Inc.  
Ashburn, VA

## 2ND VICE-CHAIR

**CORA  
WILLIAMS**

Ideal Electric  
Washington, DC

## SECRETARY/TREASURER

**MERCEDITA  
ROXAS-MURRAY**

Montage Marketing Group  
Bethesda, MD





Capital Region  
Minority Supplier  
Development Council

# CHAIRMAN'S AWARD

## MBE INPUT COMMITTEE



### REGIONAL VICE CHAIRS VIRGINIA

Nasra H. Abdi  
ACI Solutions

Mark T. Evans  
Share Tech Solutions

Gideon Fernandez  
Velocity Sense

Vinny Raj  
Digilent Consulting

### REGIONAL VICE CHAIRS MARYLAND

Stacey Brown  
Signarama, Silver Spring

Sonya Hopson  
Sage Services Group LLC

Kevin Marshall, MPM, PMP  
Catalyst Consulting Group

Ted Wright, III /  
Sandra Marley  
LPR International

### REGIONAL VICE CHAIRS DISTRICT OF COLUMBIA

Jean Claude Fresnel  
Lenserf & Company

Kay Hamilton  
The Hamilton Group

Thomas Sanchez  
Social Driver

Janice Viera  
J-Dos International, Inc.



PRESIDENT'S AWARD  
FOR LEADERSHIP &  
COMMITMENT

# Graylin Smith

Managing Partner



**SB & COMPANY, LLC**  
Experience • Quality • Client Service  
CERTIFIED PUBLIC ACCOUNTANTS AND BUSINESS ADVISORS





PRESIDENT'S AWARD  
FOR LEADERSHIP &  
COMMITMENT

**Kevin Williams**  
CEO





SOY  2021 SUPPLIERS  
OF THE YEAR

OUR MBEs WERE

R E G I O N A L

WINNERS!

2021 CRMSDC  
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REPORT



**MERCEDITA  
ROXAS-MURRAY**  
CEO



[www.montagemarketinggroup.com](http://www.montagemarketinggroup.com)



**DARRYL WIGGINS**  
PRESIDENT  
DigiDoc, Inc. dba Public Sector Solutions Group

PS2G PUBLIC SECTOR  
SOLUTIONS GROUP

[www.ps2g.us](http://www.ps2g.us)



**ANTHONY  
IRUDHAYANATHAN**  
PRESIDENT & CEO



[www.zilliontechnologies.com](http://www.zilliontechnologies.com)

# 2021 CORPORATION OF THE YEAR



**Rupert R. Warner, Jr.**

Program Manager, Supplier Diversity





Capital Region  
Minority Supplier  
Development Council

# THE CONSORTIUM



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



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

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## CRMSDC TEAM

Sharon R. Pinder  
President & CEO

Sonya Bigelow-Smith  
Director, Business Development

Christine Bivens, MCA  
Program Manager, MBE Services

Gina Dyson  
Manager, Operations & Special Projects

Joan Hairston  
Director, Corporate Services

Nicole Miles  
Manager, Marketing & Branding

L. Errol Taylor  
Director, MBE Services

## VIRGINIA MBDA BUSINESS CENTER TEAM

Tommy Marks  
Director

Claudia Barrera  
Business Analyst & Advisor

Owen Jackson  
Business Consultant

Tracey Wiley  
Business Consultant

Alice Williams  
Business Consultant

## 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 &  
Advisor

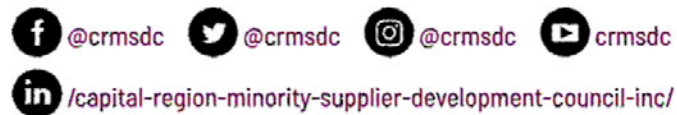
Khalilah Madison  
Project Analyst

Jacob Brown  
Marketing Specialist



# Capital Region Minority Supplier Development Council

10750 Columbia Pike  
Suite 200  
Silver Spring, MD 20901  
301.593.5860  
[www.crmsdc.org](http://www.crmsdc.org)



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

10750 Columbia Pike  
Suite 200  
Silver Spring, MD 20901  
301.242.5320  
[www.mbdadc.com](http://www.mbdadc.com)

1800 Diagonal Road  
Suite 600  
Alexandria, VA 22314  
571.527.5920  
[www.mbda-virginia.com](http://www.mbda-virginia.com)



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

1800 Diagonal Road  
Suite 600  
Alexandria, VA 22314  
301.857.0200  
[www.mbdafpc.com](http://www.mbdafpc.com)