

Northwest Mountain MSDC

2018

Annual Meeting

Friday, December 14, 2018





Welcome
2018 Annual Meeting

Agenda

- Welcome
 - Northwest Mountain MSDC Chairperson, Sharon S. Lucas, The Boeing Company
 - Northwest Mountain MSDC MBEIC Chairperson, Shahzad Q. Qadri, Wong Fleming PS.
- Thank you to our Sponsors
- 2018 Performance
- 2019 Goals
- 2019 Activities
- Questions and Answers
- Networking

Welcome



Northwest Mountain MSDC Officers: Sharon S. Lucas, Board Chairperson, The Boeing Company & Shahzad Q. Qadri, Board MBEIC Chairperson, Wong, Fleming P.S.



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Mike Nakamura

photography



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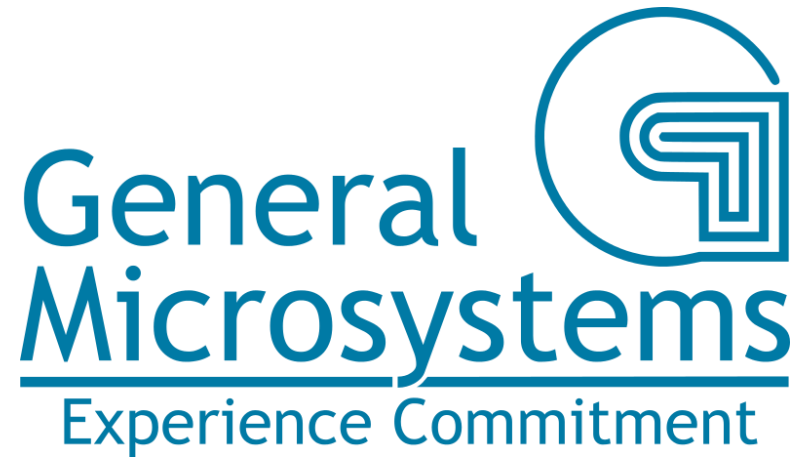
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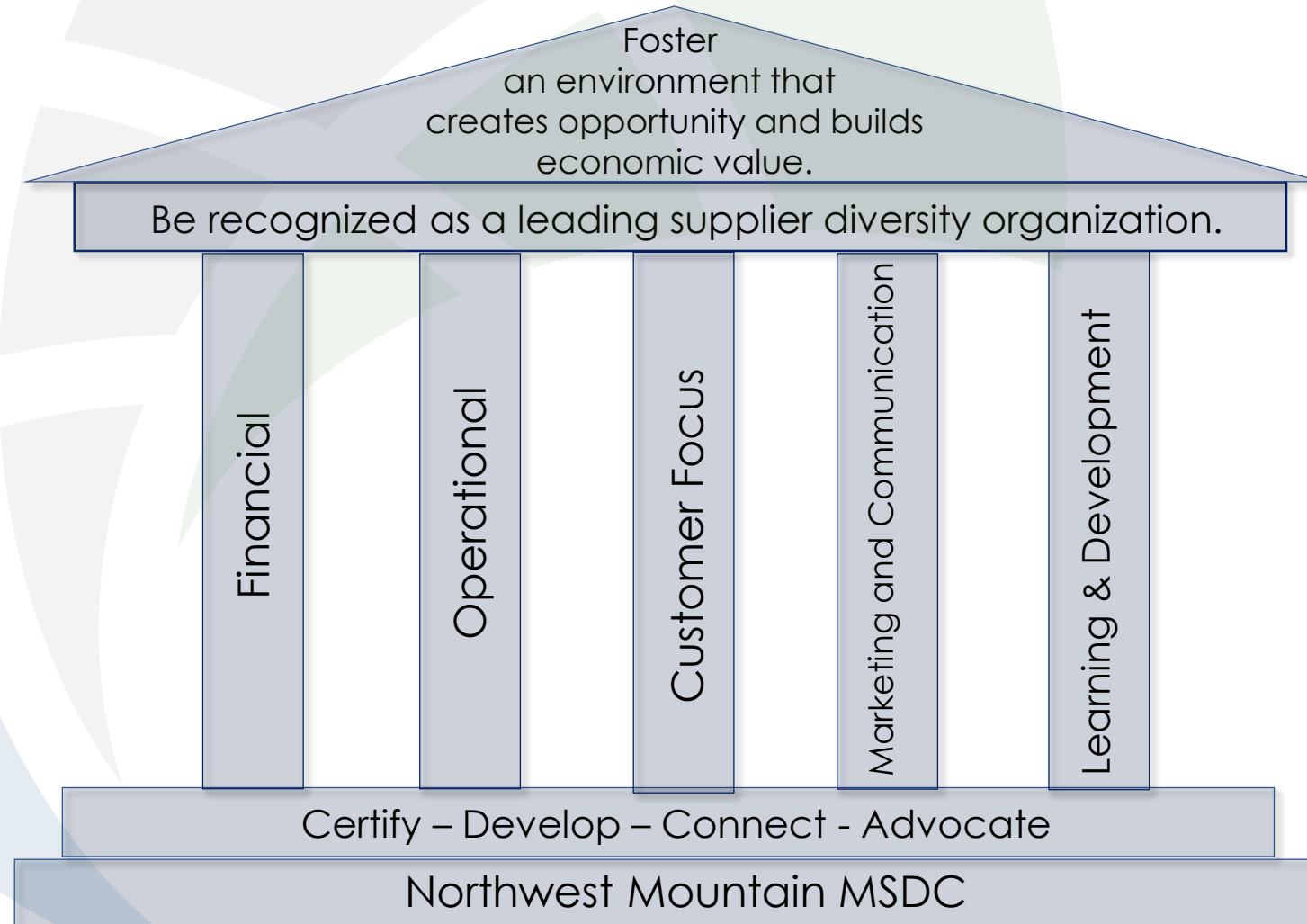


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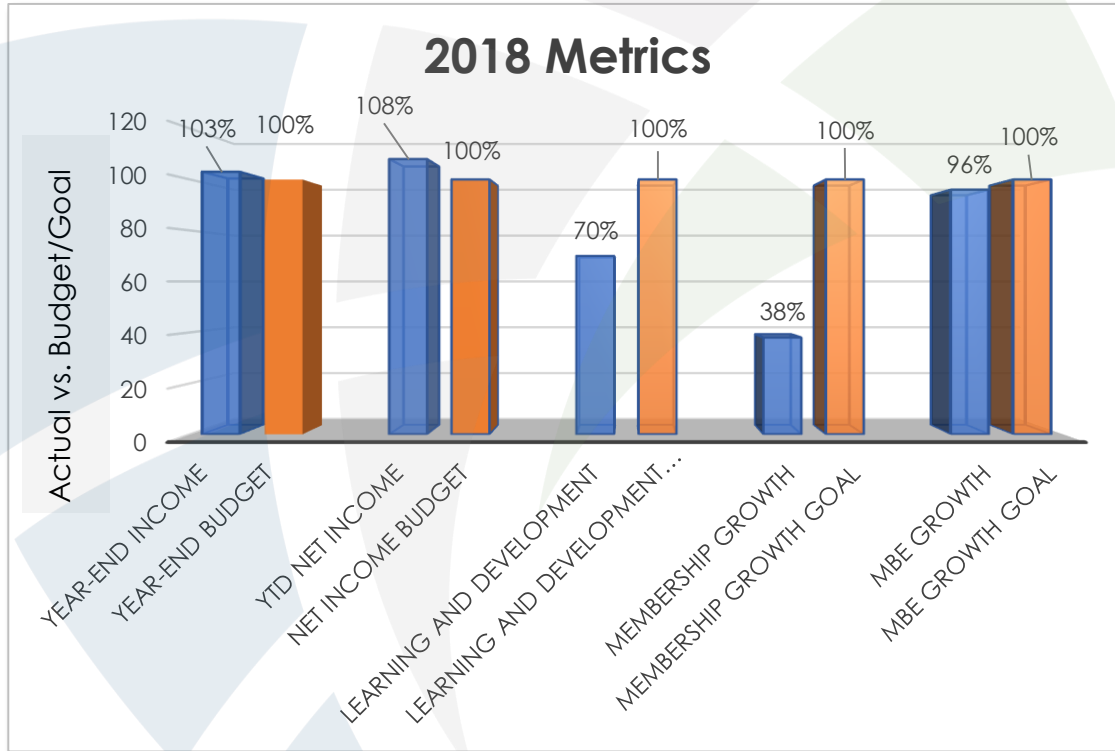
2018 Performance



2018 Performance



2018 Performance



• Highlights

- Outperforming Budget Goals
- Executed all 3 Additional Goals
- Within Striking Range of MBE Goal

• Challenges & Opportunities

- Member Recruitment
- MBE Renewals
- Opportunity to grow scholarships in 2019

2018 Performance cont'd

• Highlights

- Quality attendance at all major events
- Technology Enhancements
- Ranked #5 by NMSDC out of 23 Regional Councils
- Northwest Mountain MSDC Council Published
 - Portland Journal of Commerce
 - MBE Magazine
- Regional and local Partnership Engagements
 - Over 300 hours of 1-on-1 Meetings with Members and MBEs

• Challenges & Opportunities

- Challenges with Affiliation
- Communication – 40% Open Rate
 - 20% Click Thru Rate
- Member 1 – on 1 Participation

Questions & Answers



2017 President's Award Winner: Diane Lin, Starbucks Corporation
2017 Appreciation Award: T-Mobile, USA, accepted by Chi Pak

Northwest Mountain MSDC

2019 Goals



Measurable Actions

Achieve 5-Pillars of Success

1. Financial

- 9% YOY Growth Top Line Revenue
- 20% YOY Growth Net Income
- Enduring Revenue Model – Capital Campaign

2. Operational

- Maintain all costs at 2018 levels

3. Customer Focus

- Grow Membership net + 10
- Certified MBE Community net + 30

4. Marketing & Communication

- Technology Driven *imROI*

5. Learning & Development

- Turnkey Supplier Diversity Toolkit
- Fill 2019 MBEP Class with 40 MBEs

Questions & Answers



2018 Business Conference: Welcome Address by WA State Senator Reuven Carlyle & Keynote Address by Robert "Bobby" Herrera, CEO The Populus Group



Northwest Mountain MSDC

2019 Activities



2019 Activities

- Snohomish County MBE Recruitment: January 17th
- Northwest Mountain MSDC Awards Luncheon: March 20th
- Multi-Region Networking Event: February 28th, Las Vegas
- Digital Transformation Summit: March/April '19
- Northwest Mountain Business Conference: June 19th
- Awards Scholarship Fundraiser: September 9th

Roll Out

- www.nwmmsdc.org
- New Email Address Domain @nwmmsdc.org

Questions & Answers



2018 Awards Dinner: Keynote Speaker Rosa Santana, CEO Santana Group & Master of Ceremonies Nelson Reyneri, Sr. Vice President Liberty Power





**Northwest
Mountain**
Minority Supplier
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Fostering an environment that creates opportunity
and builds economic value!