



Northwest  
Mountain  
Minority Supplier  
Development Council

NORTHWEST MOUNTAIN MINORITY SUPPLIER DEVELOPMENT COUNCIL

# 2018 ANNUAL REPORT

Celebrating 40 years of Developing  
Minority Businesses & 40 More to Come



Northwest Mountain Minority Supplier Development Council

**RELEVANCE**



TH  
ANNIVERSARY



---

# 2018 ANNUAL REPORT

---

CELEBRATING 40 YEARS OF DEVELOPING  
MINORITY BUSINESSES & 40 MORE TO COME

THANK YOU TO OUR 2018  
ANNUAL REPORT SPONSOR

**JPMORGAN CHASE & Co.**

Who We Are .....	4
Awards Dinner & Silent Auction .....	6
Annual Conference .....	8
22nd Annual Scholarship Fundraiser & Silent Auction .....	10
40th Anniversary Breakfast .....	12
2018 NMSDC Conference + Business Opportunity Exchange .....	14
Mixed Reality Annual Meeting .....	15
Board, Committee, & Members .....	16
MBE Demographics .....	18
Letter From the CEO .....	19
Minority Business Education Scholarships .....	20
Northwest Mountain MSDC Helps MBEs Grow .....	22
Financial Statements .....	24

# Who We Are

Founded in 1978, the Northwest Mountain Minority Supplier Development Council (Northwest Mountain MSDC) is a nonprofit organization certifying, developing, and connecting Minority Business Enterprises (MBEs) with major corporations and public agencies.

We are an affiliate of the National Minority Supplier Development Council (NMSDC) providing certification, membership and subscription services to the Pacific Northwest Mountain region which includes Alaska, Idaho, Montana, Oregon, Utah, Washington and Wyoming.



## OUR TEAM



**Fernando Martinez**  
President and  
Chief Executive Officer



**Mayra Rivera**  
Manager of Operations



**Karla Malacon**  
Manager of Corporate Services,  
Marketing & Communications



**Huda Al-musawi**  
Manager of Certification &  
MBE Services

## Our Mission

Foster an environment that creates opportunity and builds economic value.

## Our Vision

Be recognized as the leading supplier diversity organization.

## Our Values

- Deliver Value
- Forward Thinking
- Diversity of Thought
- Passion

## Core Competencies

Certify • Develop • Connect • Advocate

## 2018 CALENDAR OF EVENTS

March 8	Awards Dinner & Silent Auction
June 12	Annual Conference
August 8	Annual Scholarship Fundraiser & Silent Auction
October 10	40th Anniversary Breakfast
October 16	Austin Private Reception
December 14	Mixed Reality Annual Meeting

# Awards Dinner & Silent Auction

The Council held its Annual Awards Dinner and Silent Auction on March 8, 2018 at the DoubleTree Southcenter.

The evening was aimed at recognizing individuals, organizations, and public entities that excelled in their commitment to Supplier Diversity and its long-term impact on our communities in 2017.

The MBE Scholarship Fund donations reached \$18,230.00.

In attendance, included MBE advocate, Mr. Nelson Reyneri of Liberty Power as our Master of Ceremonies, and one of our network's most successful MBEs, Ms. Rosa Santana of the Santana Group as our keynote speaker.

## Robert L. Ryan Award

Diane Lin, Starbucks Corporation

## Phyllis Gutierrez Kenney Award

Bramby Tollen, Snohomish County

## John A. Gilmore Award

Earl Overstreet, General Microsystems Inc.

## Supplier of the Year

Class I – inlingua Utah

Class II – Magellan Architects

Class III – Eagle Beverage & Accessory Products, LLC

Class IV – Zones, LLC

## Public Agency of the Year

Minority Business Development Agency (MBDA) Tacoma Business Center

## Regional Corporation of the Year

Enterprise Holdings

## National Corporation of the Year

Microsoft Corporation

Northwest Mountain MSDC



*Firoz Lalji, President & CEO of Zones, LLC. received the award for Supplier of the Year Class IV.*

# Annual Conference

## Sustaining the Future of our Communities

The Annual Conference was held on June 12, 2018 at the University of Washington. The Council lined up a full schedule of presentations and activities including Information Sessions to provide a deeper understanding of sustainability and how it impacts our cities, communities and businesses through Technology, Manufacturing and Retail.

Mr. Reuven Carlyle as the Morning Keynote Speaker and Mr. Bobby Herrera, President of Populus Group as the Luncheon Keynote Speaker.

The event hosted 91 Business Engagement Sessions between MBEs and Corporate/Public Agency Members.

The Council welcomed WA State Senator



Bobby Herrera of Populus Group delivers the "Gift of Struggle" Keynote Address.



Microsoft employees convened for a business engagement session.

*Pictured on left: Diane Lin, Starbucks Corporation.*



Guests reading the program at the Post-Golf Tournament Luncheon.



Top left: Staff and Volunteers at the Registration Table.



Top right: T-Mobile foursome

# 22nd Annual Scholarship Fundraiser & Silent Auction

The Annual Golf Tournament benefiting the MBE Scholarship Fund was held on August 8, 2018 at The Golf Club at Redmond Ridge. The Council hosted over 100 attendees with 20 foursomes representing both corporate members and Council-certified MBEs.

Activities included networking, golf tournament, silent auction, luncheon, raffle, and more networking!

Both Enterprise Rent-a-Car and Quinault Solutions had the opportunity to host a hole and connect with members and MBEs in between tee times.

Over \$8,000.00 were raised for the Council's scholarship recipients.



Middle: Lawrence Williams, David Grooms, Fernando Martinez, Dicran Arnold, Percell Johnson

Bottom: PetroCard, Inc. and NW Industrial Staffing, Inc.





Carl Gipson, Tom Nesby, Gary Sheneman, and Sharon Lucas raise their glasses in support of MBE's and other Council members.

# 40th Anniversary Breakfast

## 40 Years of Developing Minority Businesses & 40 More to Come!

The Northwest Mountain Minority Supplier Development Council proudly celebrated its 40th Anniversary with a breakfast on October 10, 2018 at the Hilton in Bellevue. MBEs as well as Corporate and Public Agency Members were recognized for their support and involvement with the Council.

Fernando Martinez, President and Chief Executive Officer of the Council and our longest standing MBE, Mr. Tom Nesby, Founder and Principal of Nesby + Associates kicked off the event by sharing Council history dating back to our first member, The Boeing Company in 1978.

The event was sponsored by T-Mobile USA, Inc. in honor of those who have supported the Council for at least five years. Over 150 MBEs and Members were recognized.



40th Anniversary Breakfast in honor of reaching our 40th year developing MBEs.



Frank and Penny Fukui, Woodburn Company.

40 <sup>TH</sup> ANNIVERSARY BREAKFAST	
RECOGNITION: 15-19 YEARS	
MEMBERS	
STARBUCKS CORPORATION, 1999	COSTCO WHOLESALE, 2002
INTEL CORPORATION, 2000	ENTERPRISE HOLDINGS, 2003
MINORITY BUSINESS ENTERPRISES	
INTERNATIONAL, INC., 1999	MINDSEEKERS, LLC, 2002
... INC., 2001	VULCAN PRODUCTS COMPANY, INC., 2002
... INC., 2001	WOODBURN COMPANY, 2002
... FARMS, 2001	APOLLO SHEET METAL, INC., 2003
APOLLO, INC., 2002	TRIPLINET TECHNOLOGIES, INC.
GREATER CHINA INDUSTRIES, INC., 2002	VOICES INTERNATIONAL, 2003
GUY NIELSON COMPANY INDUSTRIAL DIVISION, 2002	YOSHIDA FOODS INTERNATIONAL, 2003
NORTHWEST MOUNTAIN MSDC • ESTABLISHED OCTOBER 20, 1978	



A few words from our Premier Annual Sponsor. Chi Pak, T-Mobile USA, Inc.



Fernando Martinez, NWMMSDC CEO, gets recognized by the Board of Directors - Sharon Lucas, Diane Lin, and Gary Sheneman.



Sandy Hanks, King County.

# 2018 NMSDC CONFERENCE + BUSINESS OPPORTUNITY EXCHANGE

## NWMSDC Private Reception in Austin, Texas.

The Northwest Mountain MSDC attended the National MSDC Conference + Business Opportunity Exchange in Austin, Texas in October 2018. Over 6,000 attendees including MBEs, Corporate and Public Agency Members and friends joined for a week of professional networking, workshops and the day-long tradeshow.

The Council hosted a Private Reception on October 16<sup>th</sup> following the Business Oppor-

tunity Exchange in order to connect with our network. The dinner was hosted at Uncle Julio's with over 60 attendees.

Two MBEs were granted \$1,000 scholarships to help offset some of the costs of the trip. Two more MBEs were given MBE Scholarship awards for the Minority Business Executive Program at the University of Washington and Dartmouth.

“ There is no value if we do not customize and personalize the product and service we provide to our individual Corporate Members, MBEs, or Stakeholders. ”

— FERNANDO MARTINEZ,  
President and Chief Executive Officer  
of Northwest Mountain MSDC

# Mixed Reality Annual Meeting

## Hosted in Washington, Alaska, Utah, Oregon, Idaho, and Online.

The Northwest Mountain MSDC team traveled to host the Annual Meeting from different parts of our region.

Huda Al-musawi hosted from the Nike campus in Beaverton, Oregon. Mayra Rivera hosted from Anchorage, Alaska while Karla Malacon covered from Salt Lake City, Utah and Fernando Martinez covered Idaho at the North Wind, Inc. headquarters in Idaho Falls.

Council Board Chairperson, Sharon S. Lucas, MBEIC Chairperson, Shahzad Q. Qadri, along with Kate Rhoades and Naomi Sherman from Zones, LLC hosted the meeting from the University of Washington in Seattle.

The network leveraged technology to host one meeting in which the whole region was able to participate in. Overall, we had over 120 attendees to close out 2018 and prepare for 2019.

*Participants at the Washington Annual Meeting, hosted at the University of Washington in Seattle.*





## Board of Directors

### Sharon S. Lucas

Board Chairperson  
Program Manager  
Manufacturing, Supply Chain &  
Operations | Plan & Enable  
The Boeing Company

### Diane Lin

Board Vice Chairperson  
Director, Global Sourcing and Supplier  
Relations –  
Ethical Sourcing and Supplier Diversity  
Starbucks Corporation

### Carl Gipson

Board Treasurer  
Director, External Affairs  
AT&T, Inc.

### Fernando Martinez

Board Secretary  
President & Chief Executive Officer  
Northwest Mountain MSDC

### Shahzad Q. Qadri

MBEIC Chairperson  
Partner  
Wong Fleming, P.C.

### Dicran Arnold

MBEIC Vice Chairperson  
Director, Diversity Business Development  
World Wide Technology, Inc.

### Chi Pak

Board Member  
Senior Manager, Supplier Diversity  
T-Mobile USA, Inc.

### Sam Buckingham

Board Member  
Vice President, Resort Renovation & Design  
Wyndham Destinations

### Steve Lee

Board Member  
Director, Division of Equity Integration  
Seattle City Light – City of Seattle

## Minority Business Enterprise Committee

### Shahzad Q. Qadri

MBEIC Chairperson  
Partner  
Wong Fleming, P.C.

### Dicran Arnold

MBEIC Vice Chairperson  
Director, Diversity Business Development  
Worldwide Technology, Inc.

### Pedro Castro

Principal  
Magellan Architects

### Duane Mack

Managing Director  
Inabia Solutions & Consulting

### Kate Rhoades

Program Manager, Supplier Diversity  
Zones, LLC

### Darryl Russell

President  
The Russell Group, LLC

### Nelson Reyneri

Vice President, Sales and External Affairs  
Liberty Power Corporation

### RC Sunkara

Chief Executive Officer  
Mavensoft Technologies, LLC

### Curtis Thornhill

President  
Apt Marketing Solutions

## Members

### Public Agency/Non- Profit Members

*Public agency, nonprofit and  
educational institution members  
operating in our region.*

Cambia Health  
City of Portland  
City of Seattle  
Seattle City of Light  
City of Seattle Department of Transportation  
City of Seattle Public Utilities  
Greater Seattle Business Association (GSBA)  
King County Business Development  
Tacoma Business Center Minority Business  
Development Agency  
WA State Office of Minority & Women's  
Business Enterprises  
Port of Seattle  
Seattle Latino Metropolitan Chamber of  
Commerce  
Seattle Metropolitan Chamber of Commerce  
Snohomish County  
State of Washington Department of Enter-  
prise Services  
State of WA Department of Transportation  
University of Washington

## Regional Corporate Members

*These corporations are members of  
the Northwest Mountain MSDC.*

Amazon  
AT&T, Inc.  
Branch, Richards, & Co., PS.  
The Coca-Cola Company  
Costco Wholesale  
Enterprise Holdings  
Howard S. Wright  
Intel Corporation  
JPMorgan Chase & Co.  
MUFG Union Bank, N.A.  
Northwest Natural Gas Company  
Oki Golf  
Sellen Construction  
Standard Insurance  
Wells Fargo Corporate Supplier Diversity  
Wyndham

## National Corporate Members

*In addition to their regional  
membership, these corporations are  
members of the National MSDC.*

Microsoft Corporation  
Nike, Inc.  
Starbucks Corporation  
The Boeing Company  
T-Mobile USA, Inc.  
Wieden + Kennedy

# LETTER FROM THE CEO



competitive opportunities to real grants and service contracts.

Second, there was much to celebrate in 2018. We stack ranked sixth among 23 Regional Councils based on our compliance with NMSDC guidelines and our regional performance. Being sixth is not where we want to be! We celebrated our 40th Year Anniversary. We conducted our 1st Year-end Meeting webcast where we partnered with our Corporate Members and MBEs to simulcast our presentation.

As a founding member of the Minority Business Executive Program, we continue to support program growth. We successfully partnered with Chase Foundation as we executed year two of a two-year grant. We successfully hosted seven signature events, advocated at over 15 regional events, and participated in over 40 events throughout the region. And, our team completed over 160 hours of self-development. We are proud of these accomplishments, however, there is room for continuous improvement!

Lastly, as we close out 2018, we look back and are proud of our successes. However, success did not come without its challenges – challenges that strengthened our Council and positioned us for a better 2019.

Sincerely,

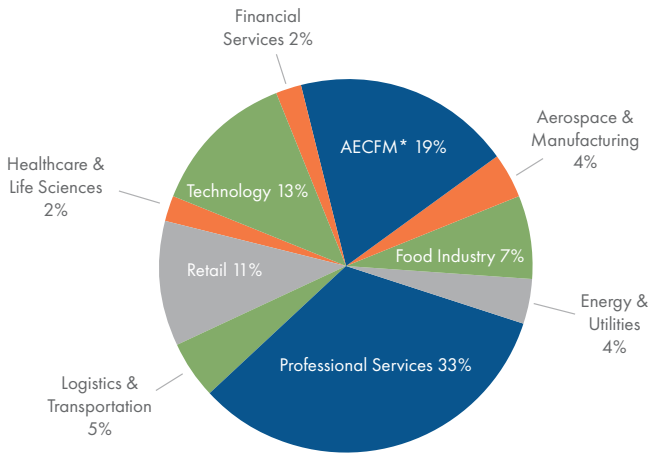
**Fernando Martinez**  
President and CEO  
Northwest Mountain MSDC

Release of our Annual Report and financials is the last activity we execute to close out the previous year. The financial audit is the anchor activity that validates our annual performance. The Annual Report enables us to share the auditor's findings and the many more opportunities and instances where our council succeeded in 2018.

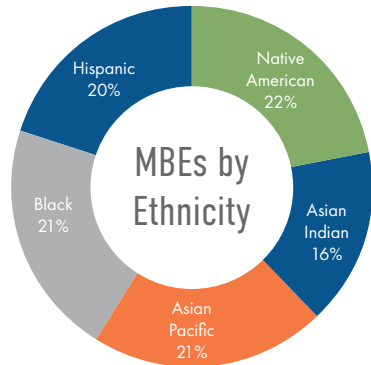
First, from a financial health perspective, our Financial Audit was clean – “financial statements referred to above are fairly presented in conformity with U.S. GAAP.” The Council has effective financial management policies and processes which have taken years to develop, test, and validate. Year-over-year, our audits improve. We execute and refine our fiscal processes throughout the year to insure we comply with all audit requirements. The value of our continuous improvement, and ultimately a clean audit is measurable. Clean audits coupled with strong capabilities and capacity support the conversion of

## MBEs by Industry

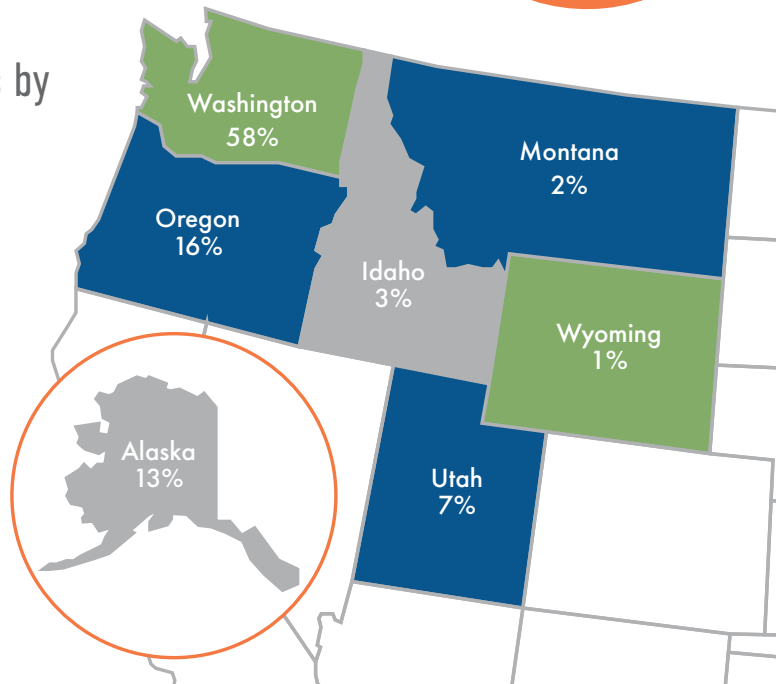
\*Architecture, Engineering, Construction, Facilities, & Maintenance



## MBE Demographics



## MBEs by State



# MINORITY BUSINESS EDUCATION SCHOLARSHIPS

The Council awards an average of \$20,000 and \$25,000 in scholarships to certified MBEs annually. This includes scholarships to the Minority Business Executive Program at the University of Washington, attendance fees to the National Minority Supplier Development Council Business Conference, local sales business training workshops, assessments, and other opportunities aimed at enriching their business skills. Participation in education programs and workshops assist in the personal and professional growth of Council MBEs.

Of particular significance are the executive educational programs at the Foster School of Business at the University of Washington and Tuck School of Business at Dartmouth College. These programs are designed to expand students' knowledge and skills to face current and future business challenges, help minority businesses grow, create and retain jobs, open educational opportunities for under-represented minority students, and stimulate innovative economic development research.



*University of Washington Minority Business Executive Program Class of 2018*



"I was honored to receive a scholarship to attend the Minority Business Executive Program at the University of Washington last fall. The intensive program provided expansive and in-depth exposure to expert information across the primary areas of business. I gained valuable practical knowledge that I was immediately able to correlate and apply to my leadership role at an MBE firm."

**Rebekah Shoup**  
Director of Marketing and Administration,  
Calfo Eakes & Ostrovsky PLLC

---

"Our opportunity to practice public speaking allowed each participant to address the group about one's company and this led to several business deals from other program participants.

A very beneficial program that enhances both basic learning concepts as well as exploration of advanced learning and blending concepts to real-world application."

**Jeff Quint** • Principal  
Trio Group

---

# Northwest Mountain MSDC Helps MBEs Grow



## PURPOSE

Foster an environment that creates opportunity and builds economic value.

The Northwest Mountain MSDC has a roster of nearly 50 members representing some of the region's largest publicly - and privately-owned companies, public agencies, and nonprofits.

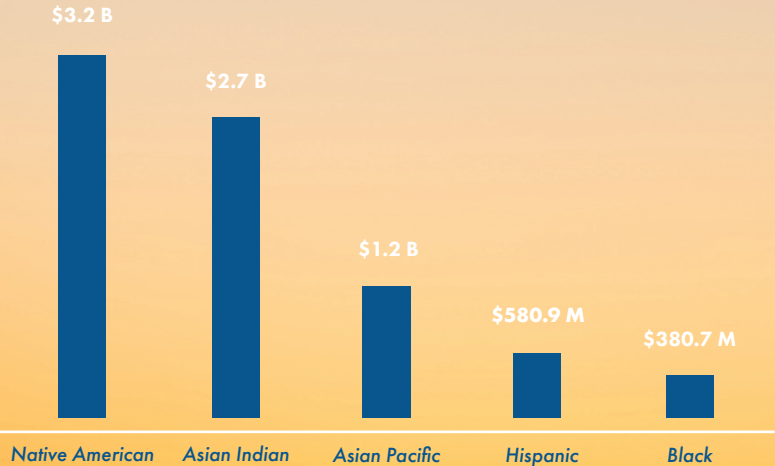
We support corporate/public agency members in meeting their customer satisfaction,

contractual, minority supplier inclusion, and minority supplier utilization goals by making connections with our qualified certified MBEs.

In the past year, Northwest Mountain MSDC certified MBEs grew their annual revenues over \$1 billion to a record \$8.1 billion.

**\$8.1 BILLION**

Total annual revenues of certified MBEs



## Northwest Mountain MSDC MBEs' Contribution is Relevant to Regional Economy

Total GDP Contribution  
**\$14.6 billion**

**47,145**  
Jobs at Diverse Businesses

**90,352**  
Total Supported Jobs

Total Incomes Supported  
**\$5.6 billion**

Reference  
2018 Northwest Mountain MSDC Economic Impact Report by SUPPLIER.IO.

To view the whole report, visit our website at [www.nwmsdc.org](http://www.nwmsdc.org)

# FINANCIAL STATEMENTS

## 2018 Summary of Performance

Strategic Element	Goal	Responsible	Results
Financial	Planned Revenue - \$725,944	Northwest Mountain MSDC	Over achieved planned performance by 7.37%
	Actual Revenue - \$783,669		
	Planned Net Income - \$11,867		
	Actual Net Income - \$81,465		
Operational	Achieve NMSDC Z.O.N.E. Compliance	Annual Performance Score of 85.69 - Exceeding NMSDC Expectations	
	Grow MBE Portfolio by 10%		Achieved 5% MBE Portfolio Growth
	Grow Member Portfolio by 5%		Achieved 10% Member Portfolio Growth

### Assets

Current Assets	
Cash & Equivalents	\$342,268
Accounts Receivable	16,763
Prepaid Insurance	857
Prepaid Expenses	5,558
<b>Total Current Assets</b>	<b>\$365,447</b>
Fixed Assets	
Computer Equipment	13,888
Office Equipment	44,255
Vehicle	6,040
<b>Total Fixed Assets</b>	<b>\$64,182</b>
Less: Accumulated Depreciation	(43,586)
<b>Fixed Assets, Net</b>	<b>\$20,596</b>
Other Assets	
Website	6,433
Less: Accumulated Amortization	(1,690)
Intangibles, Net	4,743
Rent Deposit	3,626
<b>Total Other Assets</b>	<b>\$3,626</b>
<b>Total Assets</b>	<b>\$394,412</b>

### Liabilities and Net Assets

Current Liabilities	
Accounts Payable	\$13,341
Accrued Salaries and Vacation	33,312
Payroll Taxes Payable	1,079
Current Position of Deferred Rent	2,513
Deferred Revenue	46,150
<b>Total Current Liabilities</b>	<b>\$96,395</b>
Long-Term Liabilities	
Deferred Rent	12,659
<b>Total Long-Term Liabilities</b>	<b>\$12,659</b>
Net Assets	
Without Donor Restrictions	285,358
<b>Total Net Assets without Donor Restrictions</b>	<b>\$285,358</b>
With Donor Restrictions	0
<b>Total Net Assets</b>	<b>\$285,358</b>
<b>Total Liabilities and Net Assets</b>	<b>\$394,412</b>

Without Donor  
Restriction

With Donor  
Restriction

Total

### Support and Revenue

Membership Dues	\$210,894	\$0	\$210,894
National Dues	262,394		262,394
Business Conference	42,853		42,853
Awards Dinner	85,378		85,378
Grants	50,000		50,000
Consulting Income	15,000		15,000
Program Events	60,000		60,000
Other Revenue	28,795		28,795
Interest Income	303		303
In-Kind Goods & Services	777		777
	<b>\$756,393</b>	<b>\$0</b>	<b>\$756,393</b>



Supplier Diversity plus Workforce  
Diversity plus Marketplace

Diversity equals a Sustainable Business  
Strategy. Melding either one of them into  
another loses sight of the desired end -  
Increased Business and Market Share.

— FERNANDO MARTINEZ,  
President and Chief Executive Officer  
of Northwest Mountain MSDC



## 2018 ANNUAL SPONSORS

### PLATINUM



### GOLD



### SILVER



### WYNDHAM •DESTINATIONS

### BRONZE



### EMERGING



THANK YOU TO OUR 2018  
ANNUAL REPORT SPONSOR

JPMORGAN CHASE & Co.

T-Mobile®

PREMIER SPONSOR  
T-MOBILE USA, INC.