



# Business Conference Session 3 & Year End Meeting

December 10, 2020

# "AGENDA"

8:30AM - Open Networking

8:50AM - Welcome

9:10AM – Guest Speaker, Shawn Channell – Just Launch Media

9:35AM - Year End Presentation

9:55AM – Break and Transition to Concurrent Sessions

10:05AM - Concurrent Member and MBE Information Sharing Sessions

Member Session Moderated by Stacie Harwood, T-Mobile

MBE Session Moderated by Dicran Arnold - WWT

11:10AM - Round Table Session I | One-on-One Engagement Session I

11:35AM - Round Table Session II | One-on-One Engagement Session II

12:05PM - 2021 Goals and Closing



T-Mobile®

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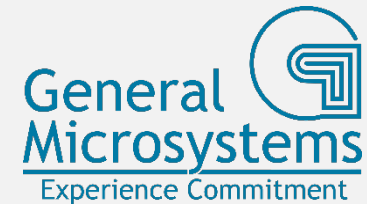
# PLATINUM SPONSORS



# GOLD SPONSORS



# SILVER SPONSORS



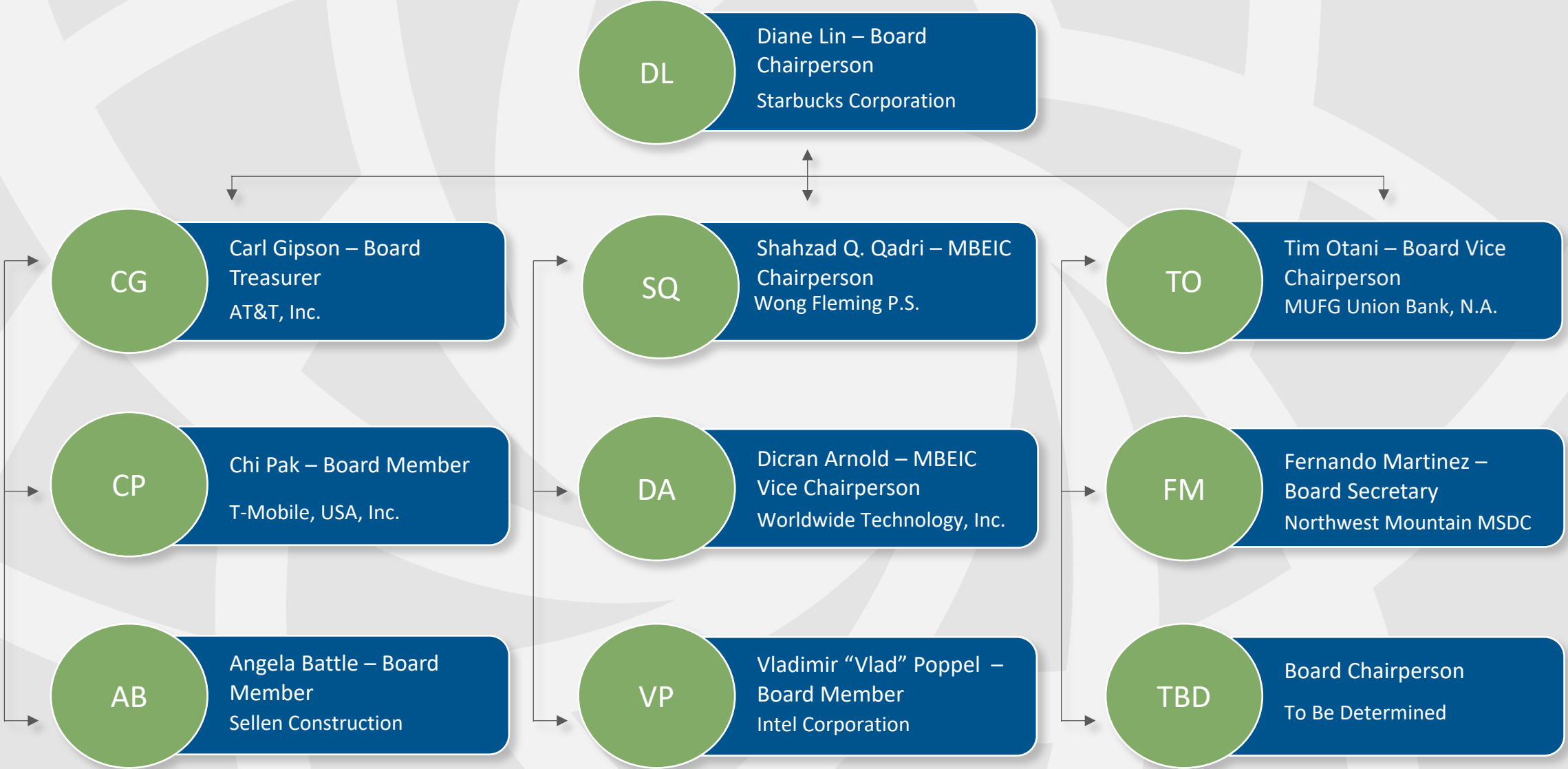
# BRONZE SPONSORS



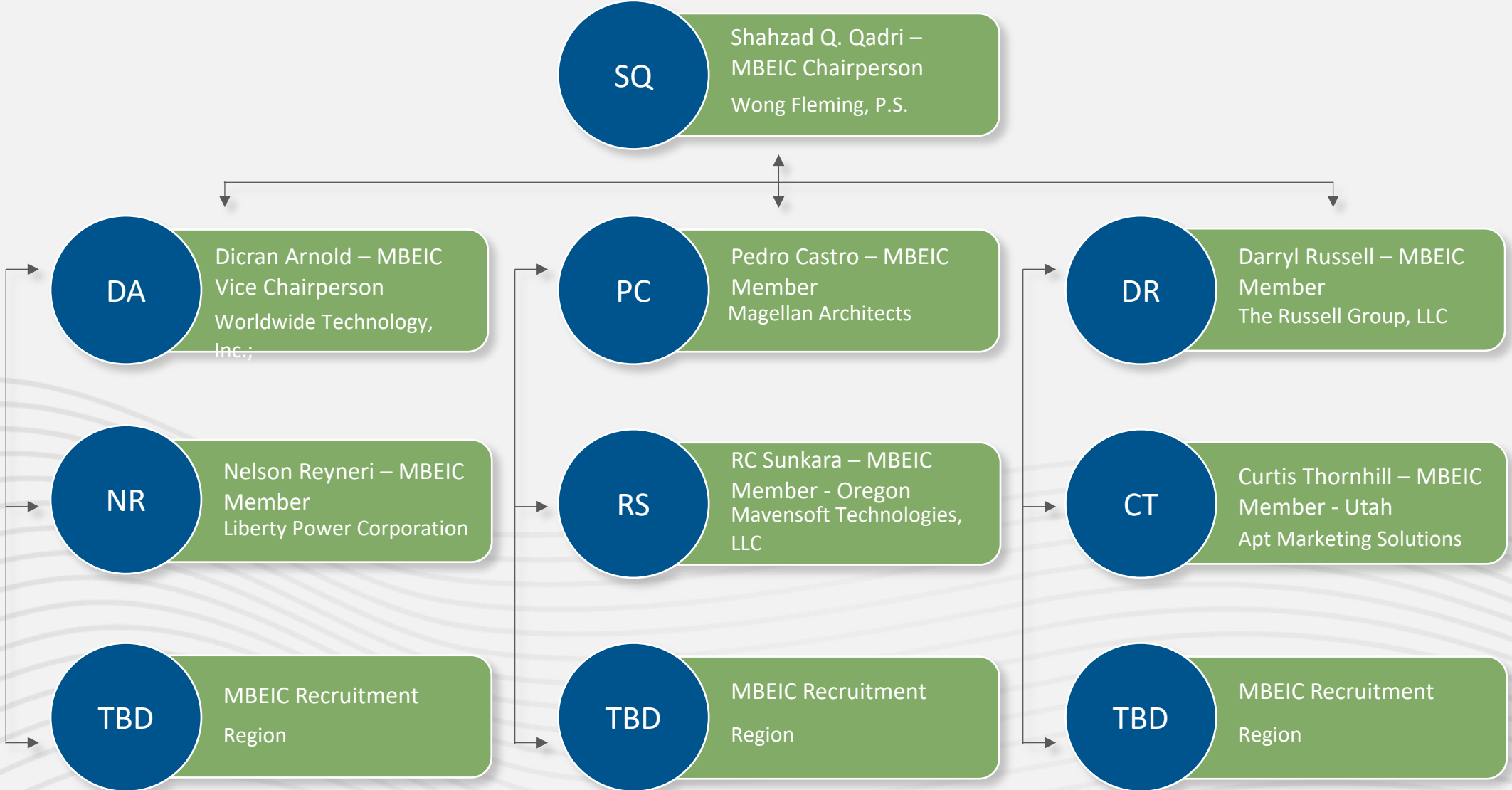
# EMERGING SPONSORS



# Board Leadership



# MBEIC Leadership



**“GUEST SPEAKER”**

**Shawn Channell**

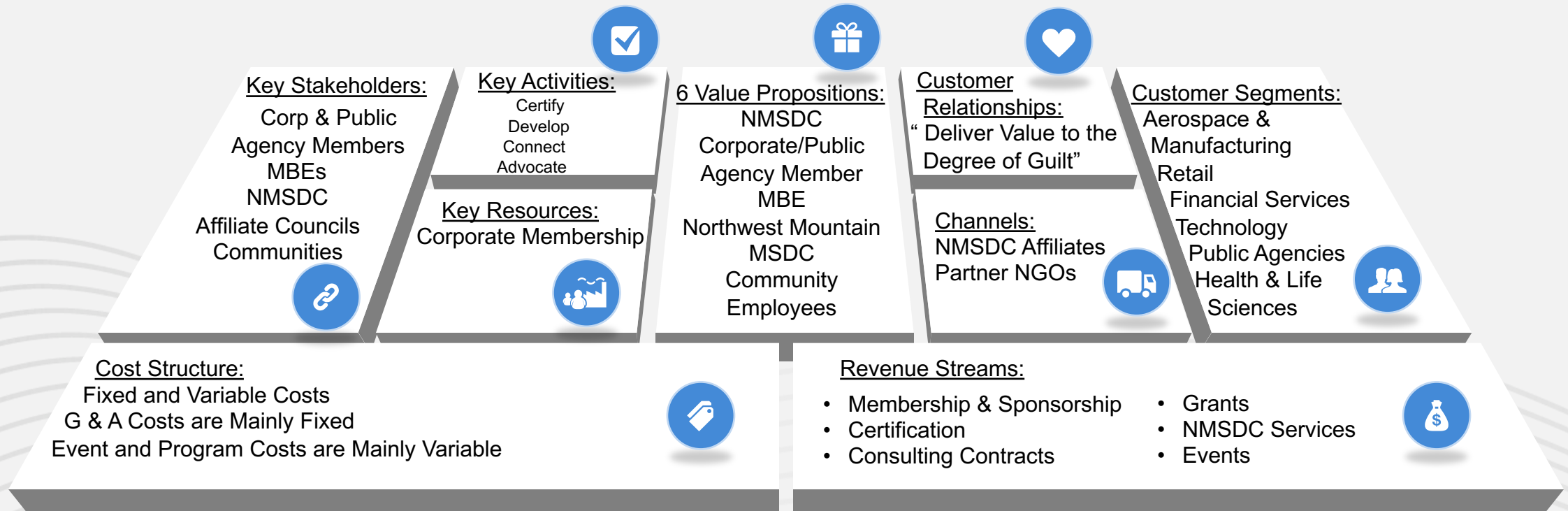
Coach & Founder  
Just Launch Media



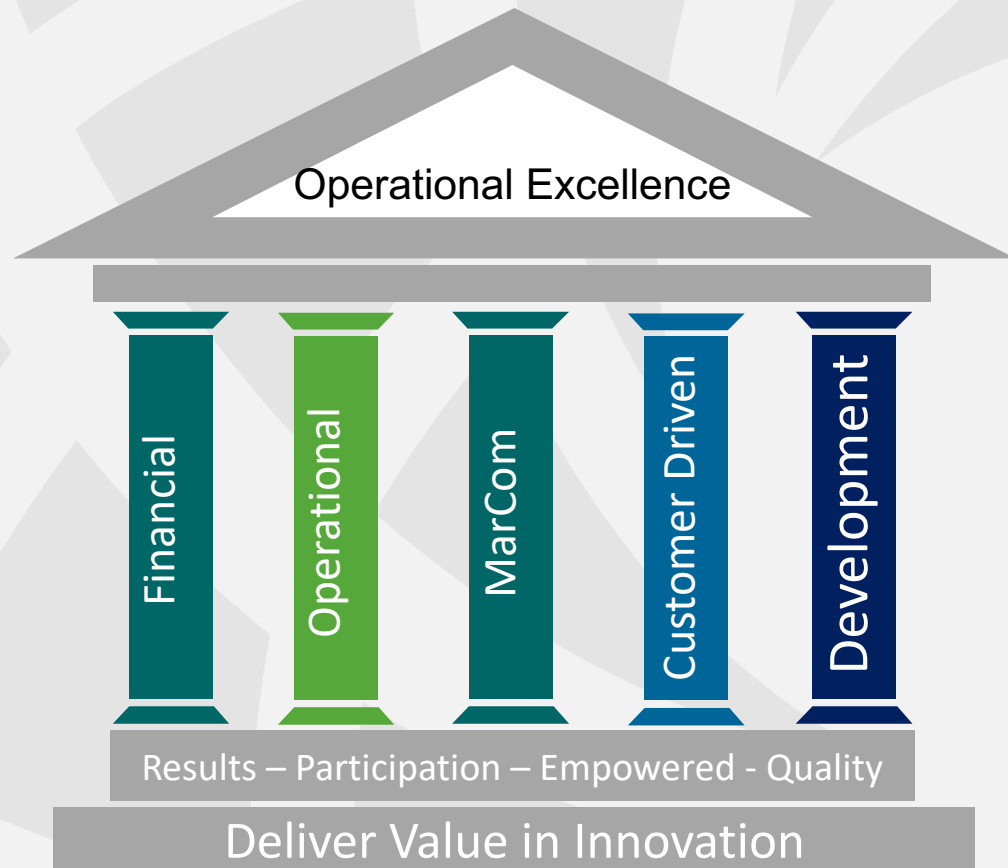


**“WHAT WE’VE BEEN DOING”**  
**COVID-19: YEAR 1**

# What Does Our Nonprofit Look Like?



# 5 Performance Pillars



*“Leverage our 3 Past Generations, Improve our Generation Today, Enhance the Next 3 Generations.” Sam McCracken, General Manager N7 at Nike*

## INTENTIONAL EFFORTS TOWARDS OPERATIONAL EXCELLENCE

**FINANCIAL:** Integrate Revenue Building Activities Into all Organizational Activities to Insure Financial Stability

**OPERATIONAL:** Operationalize Council Vision and Priorities that Create Stakeholder Value

**MARKETING & COMMUNICATIONS:** Generate and Convert Target Customer Interest into Membership/Sponsorship Support through Effective Intersecting Communication Mediums

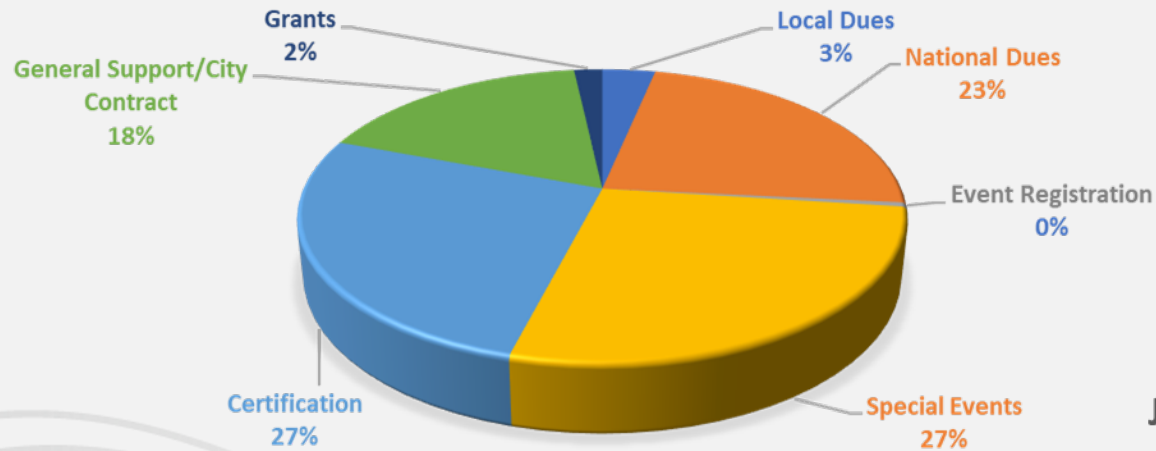
**CUSTOMER/STAKEHOLDER DRIVEN:** Drive Value as Defined by Each Northwest Mountain MSDC Stakeholder

**LEARNING AND DEVELOPMENT – GROWTH AND PERFORMANCE:**

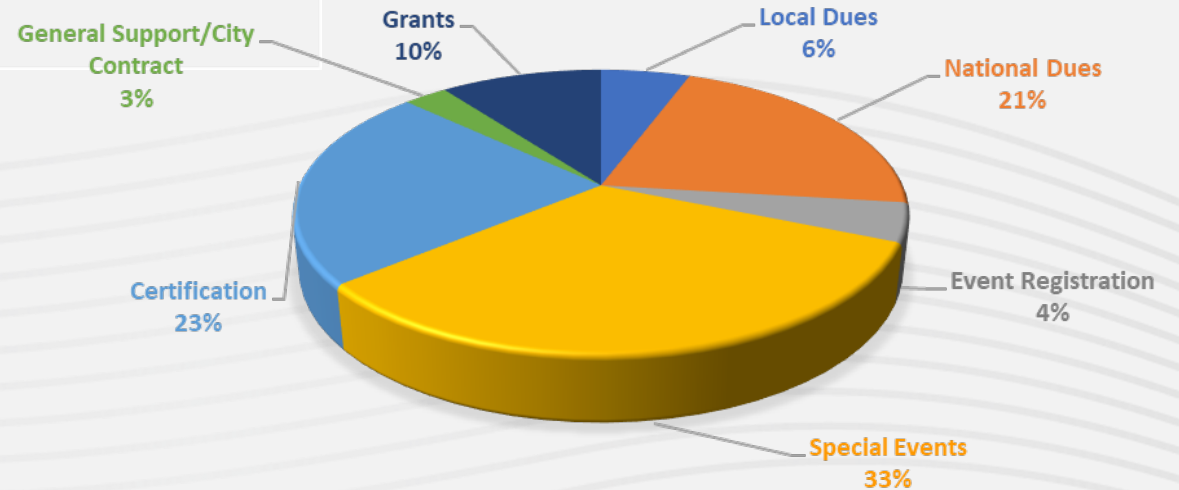
Build an Environment that Supports Stakeholder Growth through Innovation, Creativity, and Change

# Revenue Source Comparison Year-over-Year

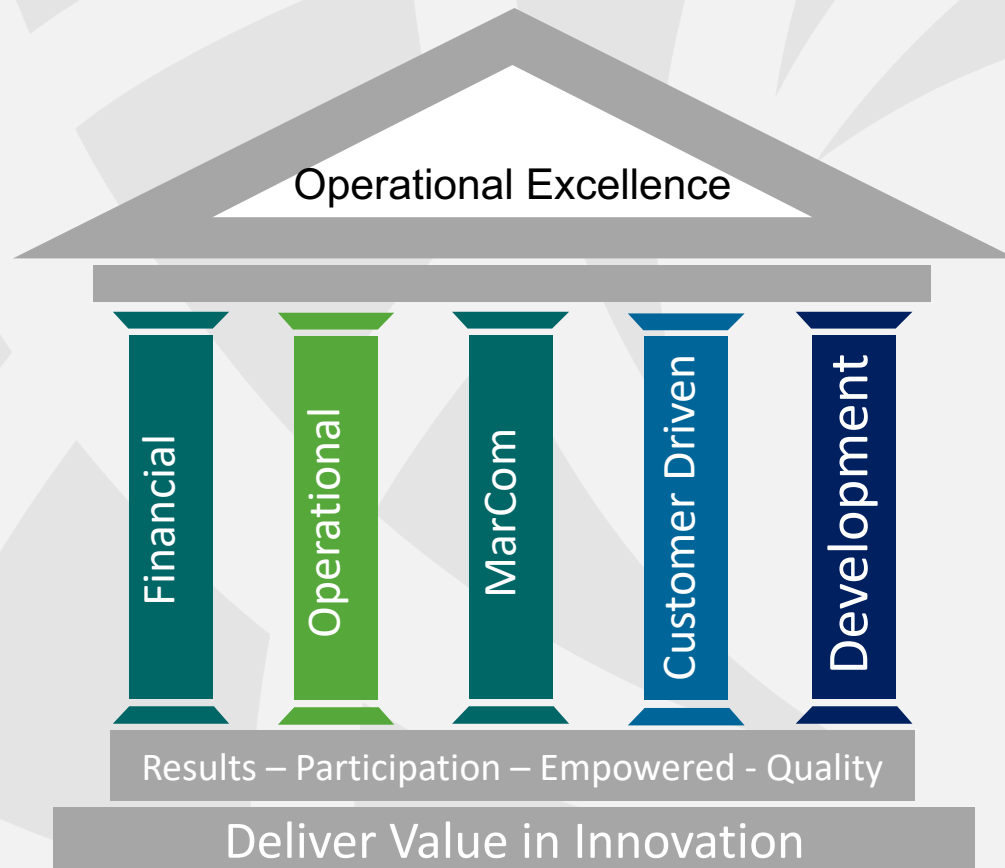
JAN -OCT 2020 REVENUE SOURCE



JAN - OCT 2019 REVENUE SOURCE



# 5 Performance Pillars



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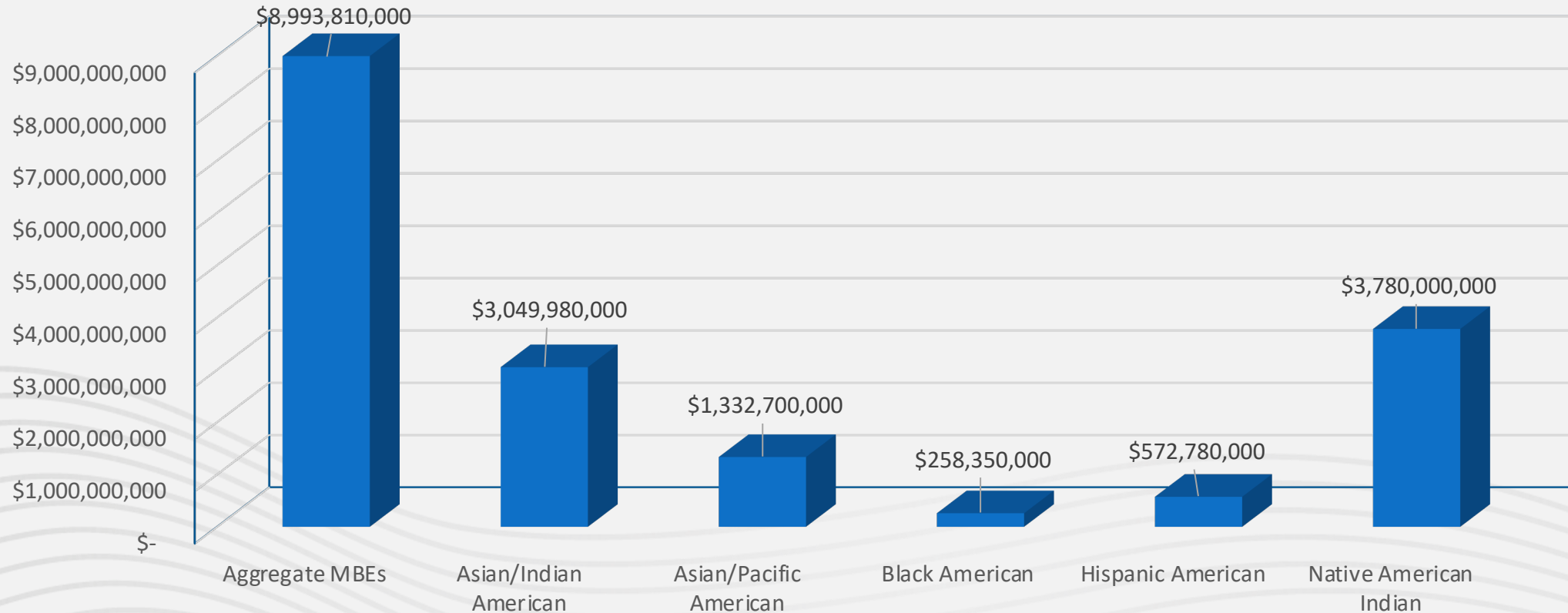
Build an Environment that Supports Stakeholder Growth through Innovation, Creativity, and Change



# BY THE NUMBERS

FROM \$8,993,810,000 TO \$27,945,913,646

# Northwest Mountain MSDC MBE Revenue



\$3,458,720,990,800 Northwest Mountain MSDC Market Value  
Northwest Mountain MSDC MBEs @ \$8.99B Own 0.26% Market Share of Regional Business

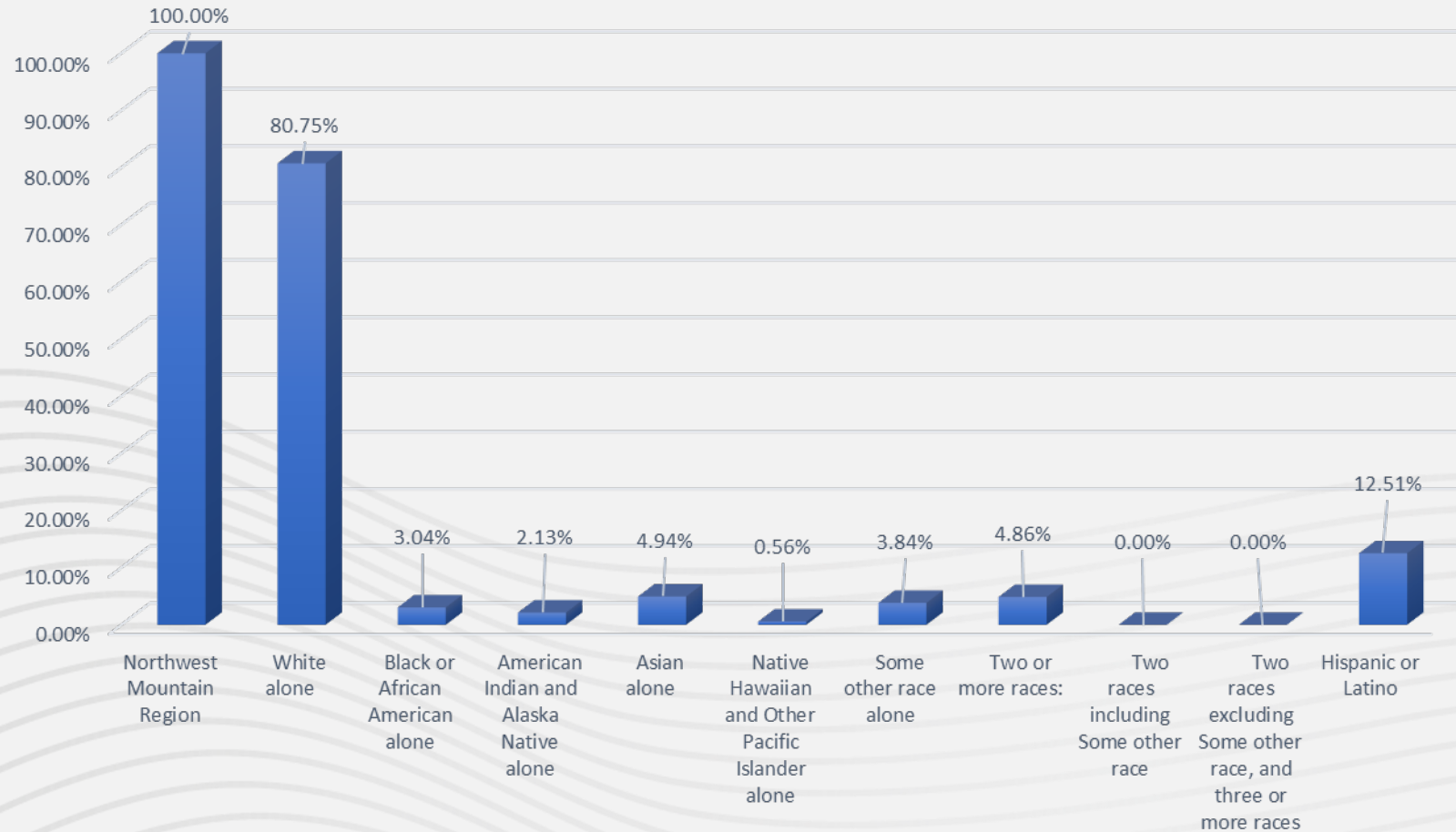


# Northwest Mountain MSDC MBE Impact

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1. Northwest Mountain MSDC MBEs Employ 21,863 Employees
  - a. 50% of Employees are Ethnic Minority
2. For Every Dollar Spent with MBEs an Additional \$1.80 is generated in direct, indirect, and induced spend
  - a. Assuming a 20% Net Income from \$8.99 Billion = \$1.79 Billion in Net Income
  - b. Remaining \$7.2 Billion contributed an additional \$12.9 Billion to the economy
  - c. Supported an additional 33,921 Jobs

# Northwest Mountain MSDC Population



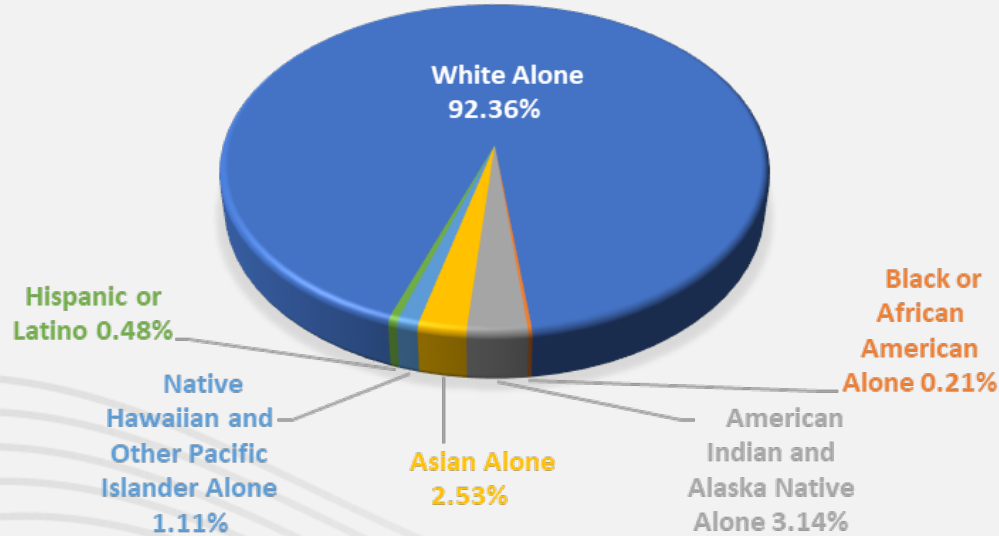
1. Northwest Mountain Region Reflects 31.88% Diverse Population

2. Market Value Northwest Mountain MSDC MBEs have 7.46% Market Share of Regional Business

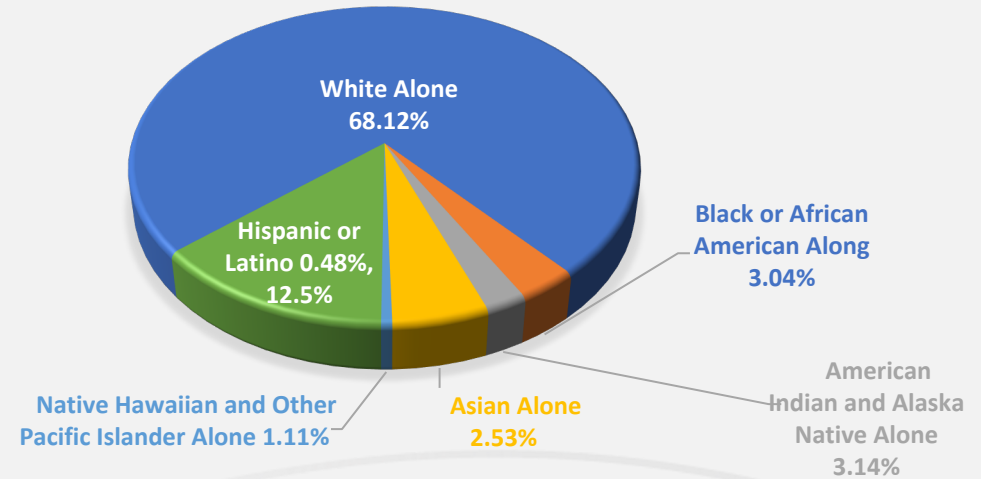
3. 24.42% Gap in Parity

# What Would Parity Look Like?

MARKET SHARE STATUS QUO



MARKET SHARE WITH PARITY



Northwest Mountain Region	Status Quo	New Market Share	Parity Achieved	Market Share
Northwest Mountain Region	\$120,560,455,764	100.00%	\$120,560,455,764	100.00%
White	\$111,349,636,944	92.36%	\$82,125,782,466	68.12%
Black or African American	\$258,350,000	0.21%	\$3,665,037,855	3.04%
American Indian and Alaska Native	\$3,780,000,000	3.14%	\$2,567,937,708	2.13%
Asian	\$3,049,980,000	2.53%	\$5,955,686,515	4.94%
Native Hawaiian and Other Pacific Islander	\$1,332,700,000	1.11%	\$675,138,552	0.56%
Hispanic or Latino	\$572,780,000	0.48%	\$15,082,113,016	12.51%

Source: 2017 U.S. Economic Census

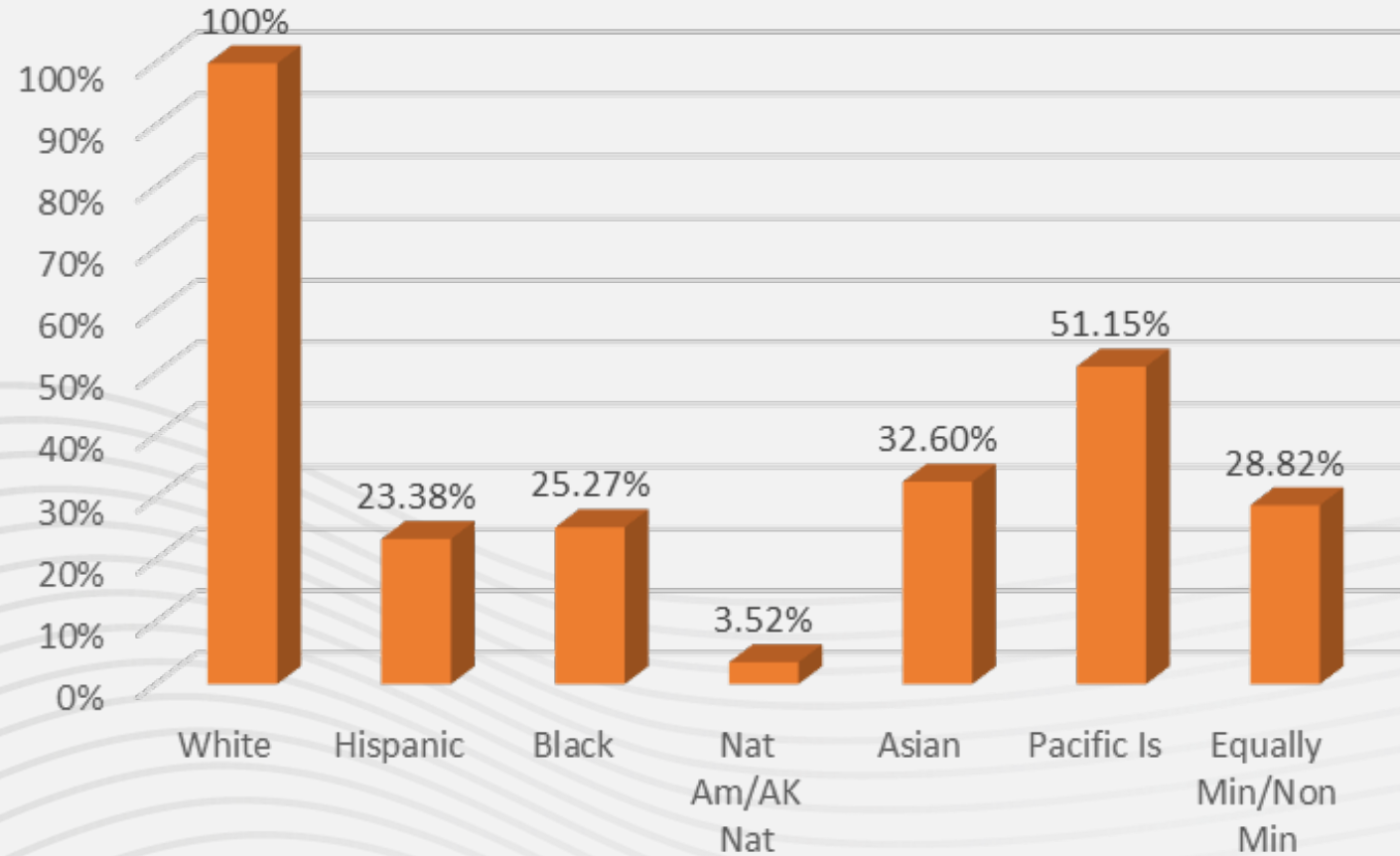
# Northwest Mountain MSDC Parity Impact

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1. Spending \$27,945,913,646 with Northwest Mountain MSDC MBEs is Parity (Increase of \$18,952,103,646)
  - a. Directly Supports 67,934 Jobs
2. \$22.3 Billion in MBE Revenue would Generate an Additional \$41.1 Billion in direct, indirect, and induced spend
  - a. Create and Supports an Additional 118,884 Jobs in the Market
3. Community Health, Education, Housing Impact
4. Economic, Political, Social & Justice Impact
5. Plan an Effective Change Management Strategy – Internally & Externally

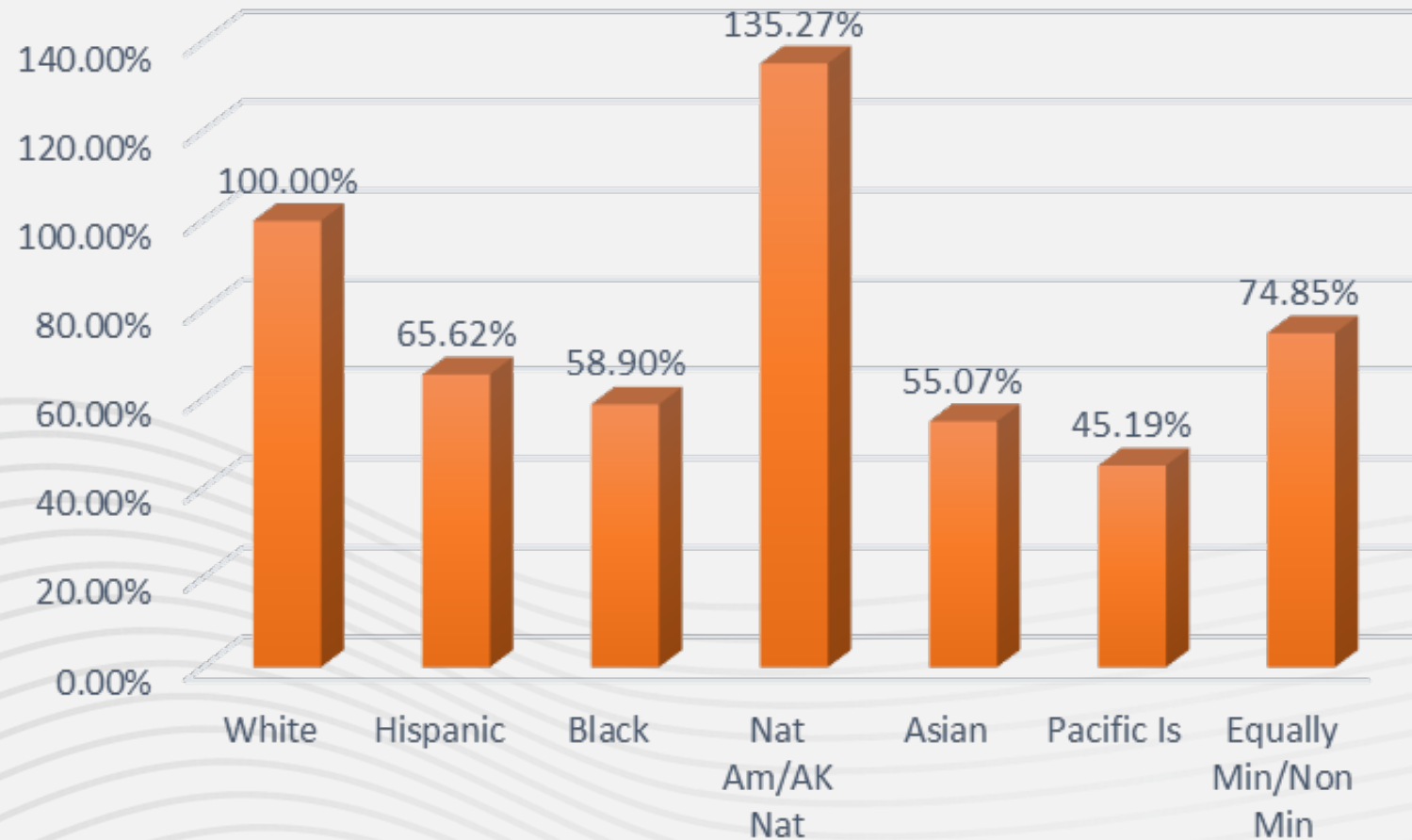
Source: 2019 Northwest Mountain MSDC Economic Impact Study

# Wage Comparison: MBE vs. Majority



1. There is a Significant Wage Gap, 20.58%, Between Majority Owned Employers and Minority Owned Employers
2. Native American & Alaska Native are Closest in Wages

# Sales Comparison: MBE vs. Majority



1. There is an Average of 34.79% Gap Between Majority Owned Businesses and Minority Owned Businesses
2. Native American and Alaska Native Owned Businesses Exceed Majority Owned Business Sales





**“The 900 lb. Gorilla in our Home”  
COVID-19**



# Northwest Mountain MSDC COVID-19 Impact

COVID-19 IMPACT	CASES	DEATHS
WORLDWIDE	68,800,000	1,570,000
UNITED STATES	15,500,000	290,000
ALASKA	38,510	143
IDAHO	117,000	1,124
MONTANA	70,191	771
OREGON	88,308	1,112
UTAH	223,000	995
WASHINGTON	198,000	3,146
WYOMING	37,885	299
REGION	<b>772,894</b>	<b>7,590</b>

1. Northwest Mountain MSDC Region – 7,590 Deaths
2. Surging over 200,000 Cases per Day
3. Communities of Color More Prone to get Infected with COVID-19\*
  - a. American Indian/Alaska Natives are 1.8 times more likely to get infected than non-minorities
  - b. Asians are 0.6 times more likely to get infected than non-minorities
  - c. Blacks/African Americans are 1.4 times more likely to get infected than non-minorities
  - d. Hispanic/Latinos are 1.7 times more likely to get infected than non-minorities

\* Source: Center for Disease Control and Prevention

# "COVID-19 IMPACT TO NORTHWEST MOUNTAIN MSDC REGION"

1,05,752 Businesses in NW MTN REGION Generating \$3.458 Trillion in Annual Revenues

17,004,792 Employees Drawing \$681.6 Billion in Wages

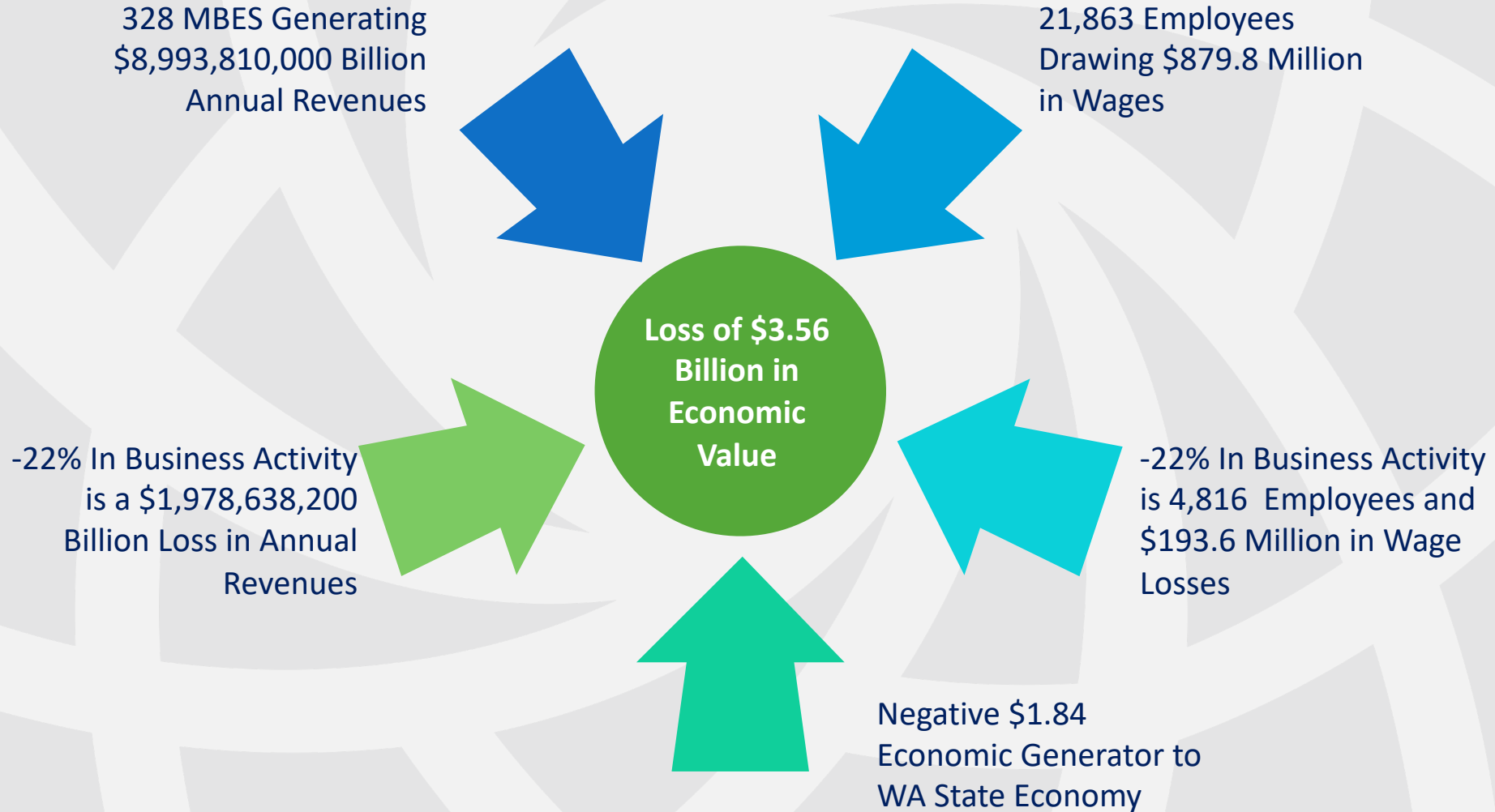
Loss of \$1.37 Trillion in Economic Value

-22% In Business Activity is a \$761 Billion Loss Revenues

-22% In Business Activity affects 3,741,054 Employees and \$150 Billion in Wage Losses

Negative \$1.80 Economic Generator to Regional Economy

# "COVID-19 IMPACT TO NORTHWEST MOUNTAIN MSDC BUSINESSES"

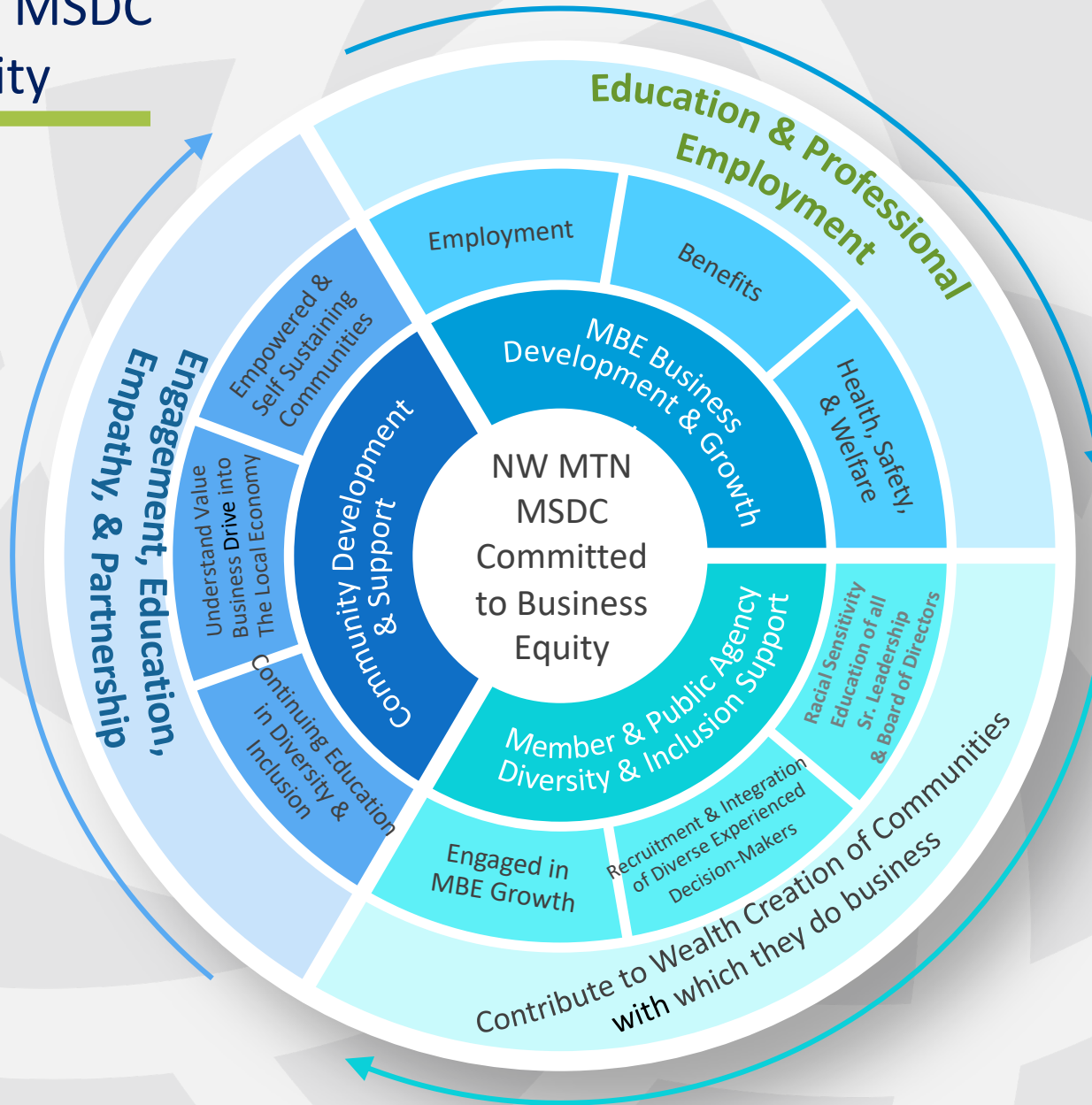


*“The Whole is Greater than  
the Sum of its Parts”*

Aristotle Stagiritis

# Northwest Mountain MSDC Path to Business Equity

Education is the  
Common Thread to  
Mitigate Systemic &  
Institutionalized Issues  
of Social Injustice.



Improve Lives of our  
Diverse Community  
through High Value  
Employment

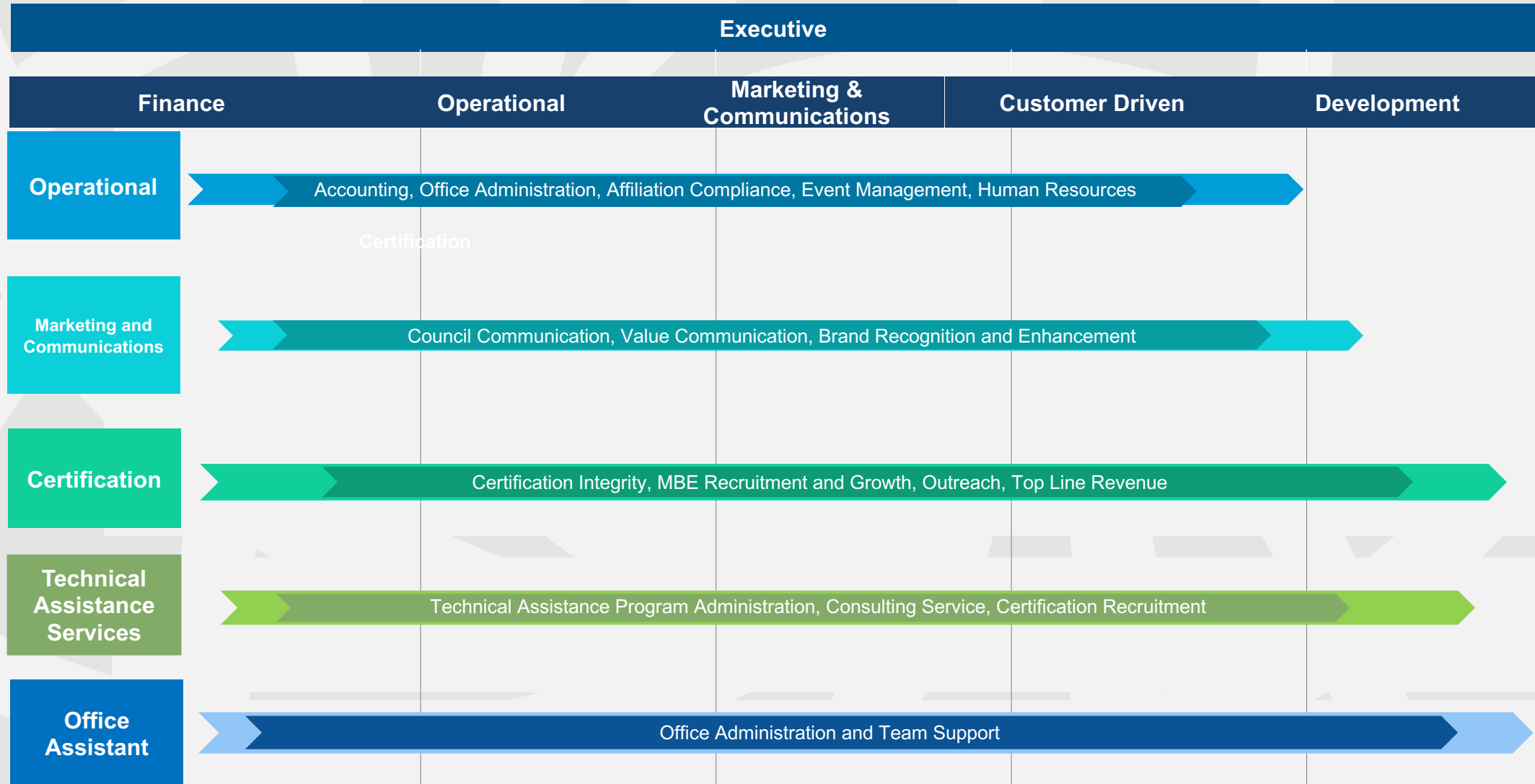
Improve Lives & Wealth  
of our Community  
through Inclusion &  
Participation in the  
Economy



“WHAT WE’RE GOING TO DO”

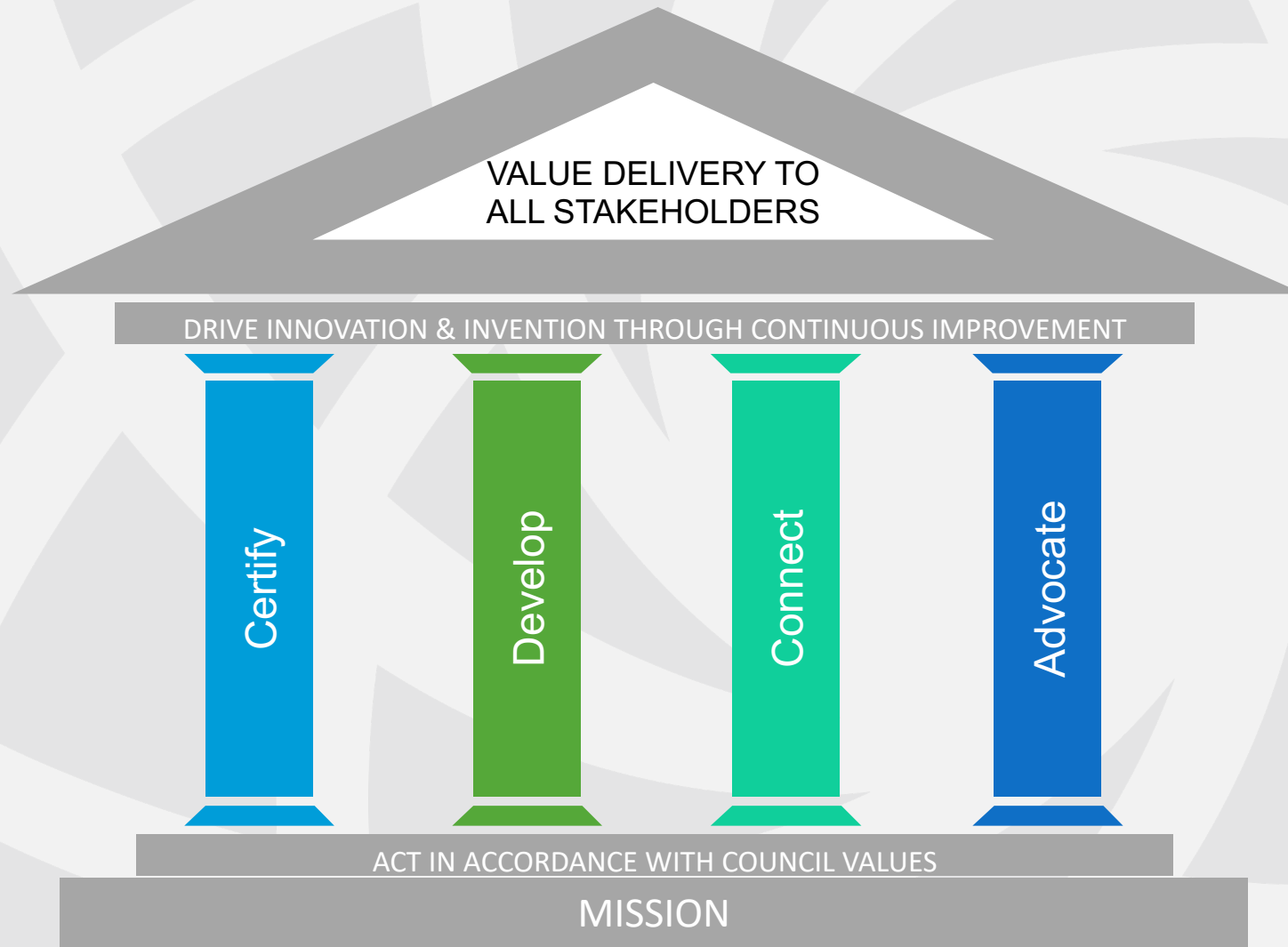
2021

# Cross Functional Team





# 4 Foundational Pillars



## CORE OPERATING PILLARS

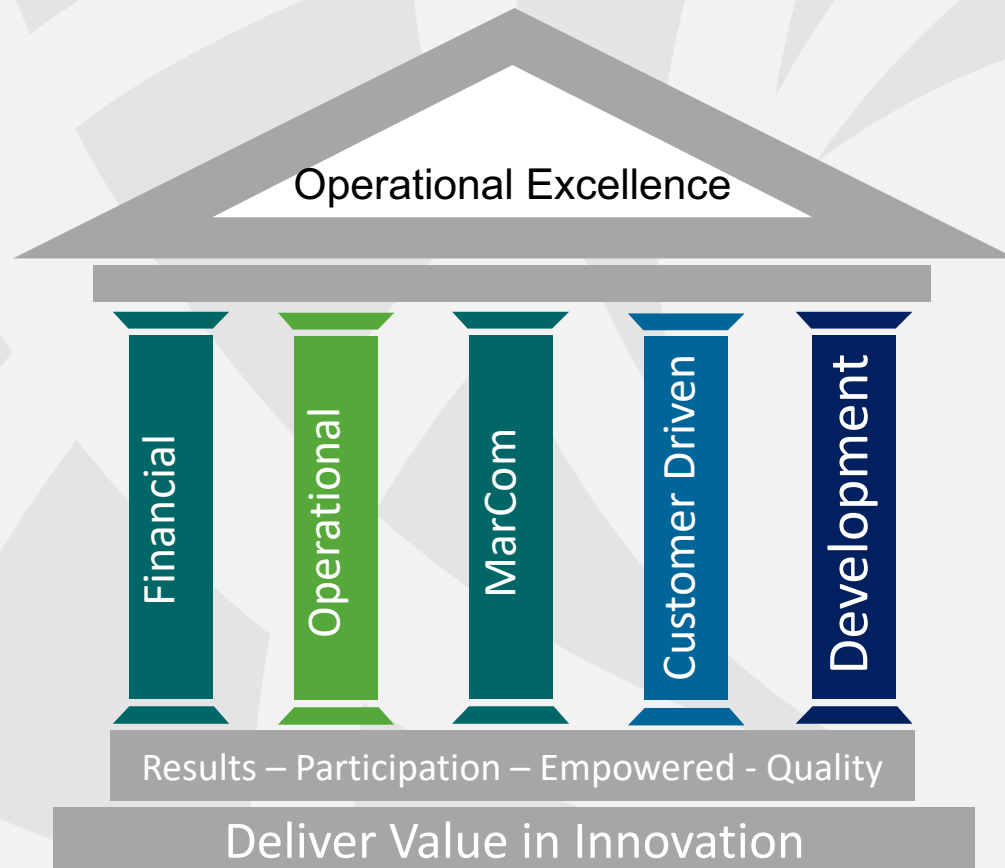
**CERTIFY:** Validates Ethnic Minority Ownership of Business Entity

**DEVELOP:** Enhance Ethnic Minority Business Competencies through Educational Programming

**CONNECT:** Leverage Network of Members & MBEs with the intention to Engage in Business

**ADVOCATE:** Actively Educate and Promote Minority Business Value to all Stakeholders

# 5 Performance Pillars



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**THANK YOU!**  
**HAVE A SAFE AND HAPPY HOLIDAY**  
**SEASON!**