



INNOVATE NOW
& TRANSCEND
GENERATIONS

GENERATIONS
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2021

ALASKA AIRLINES

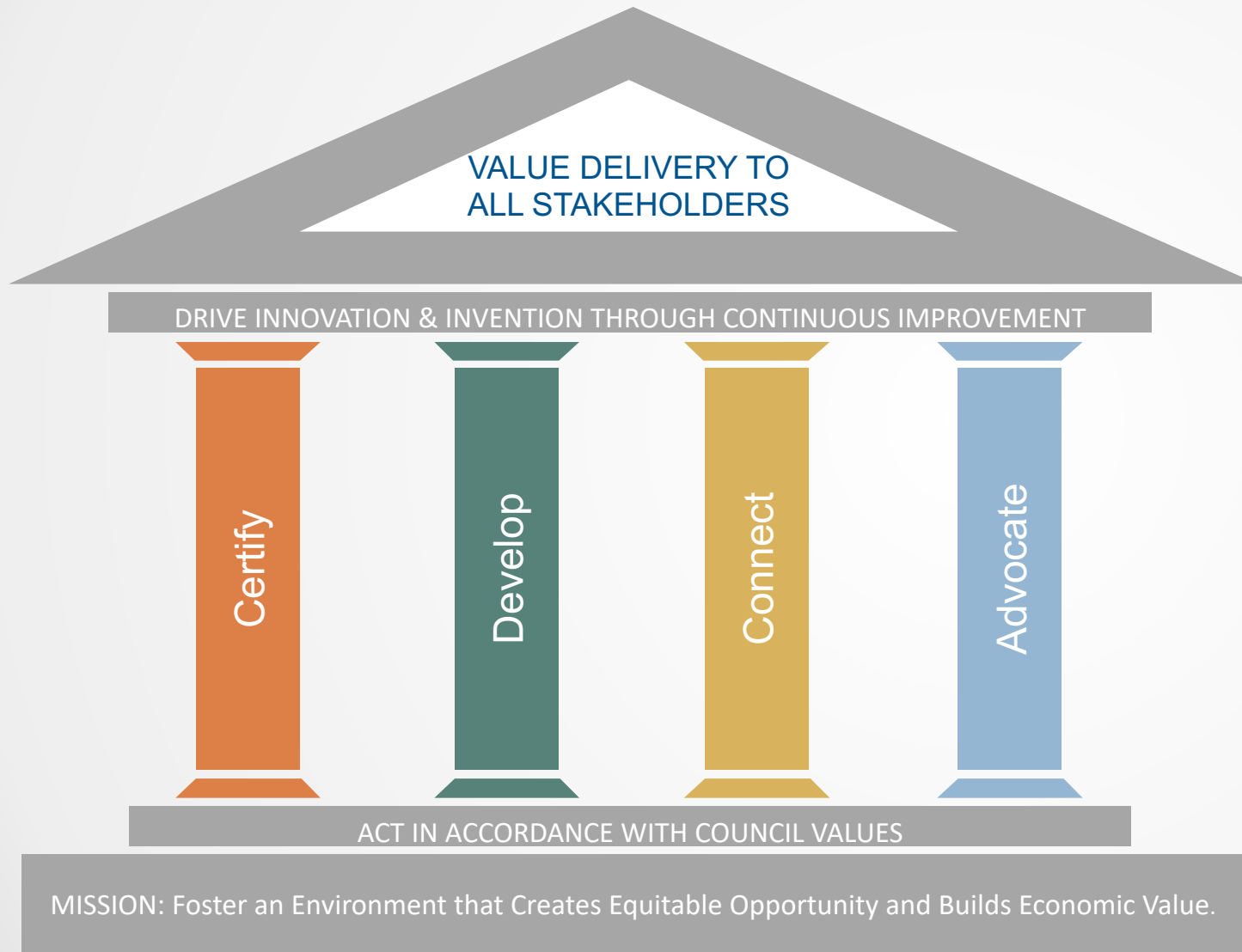
Northwest Mountain Minority Supplier Development Council

January 21, 2021

“Presentation Discussion Points”

- Who is the Northwest Mountain MSDC
- Supplier Diversity: What it is and what it is not
 - Value of Supplier Diversity

Who is the Northwest Mountain MSDC?



4 Foundational Pillars

CERTIFY: Validates Ethnic Minority Ownership 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.

Supplier Diversity: What It Is & What It Is Not

*“the process which creates **fair & equitable engagement** for diverse business enterprises to **participate** in corporate or public agency **sourcing and procurement opportunities**, with the desired state of increasing business while **delivering value** to corporations, public agencies, and **ultimately the customer**”*

Supplier Diversity: What It Is & What It Is Not

What Is Supplier Diversity?	What Is Not Supplier Diversity?
Business Sourcing/Procurement Strategy	Not a Philanthropic Activity – Market Dimension to DEI
Diverse & Inclusive Sourcing/Procurement Process	Not a Social Responsibility Activity
Competitive Activity Driver	Not Paying More for Products and/or Services
Organizational Value-Add Strategy	Not Workforce Diversity – Human Resource Dimension to DEI
Growth of Customer Base	Not Affirmative Action
Cost Efficiency Driver	Not a Quota System
Self-Funding Practice	Not a Cost Burden
Contributes to Bottom Line/Net Income	

*DEI: Diversity, Equity & Inclusion

Supplier Diversity Leads to Value Delivery!

1. **Business Growth**
2. **More Employment**
 - i. Livable Wages lead to Housing/Shelter, Food, Clothing – Necessities in Life
 - ii. Health Benefits lead to Healthy Lifestyles, Ability to Focus on Important Matters
 - iii. Family Economic Growth leads to Retirement, 401k Savings
3. **Improved Educational Opportunities**
 - i. Better Jobs

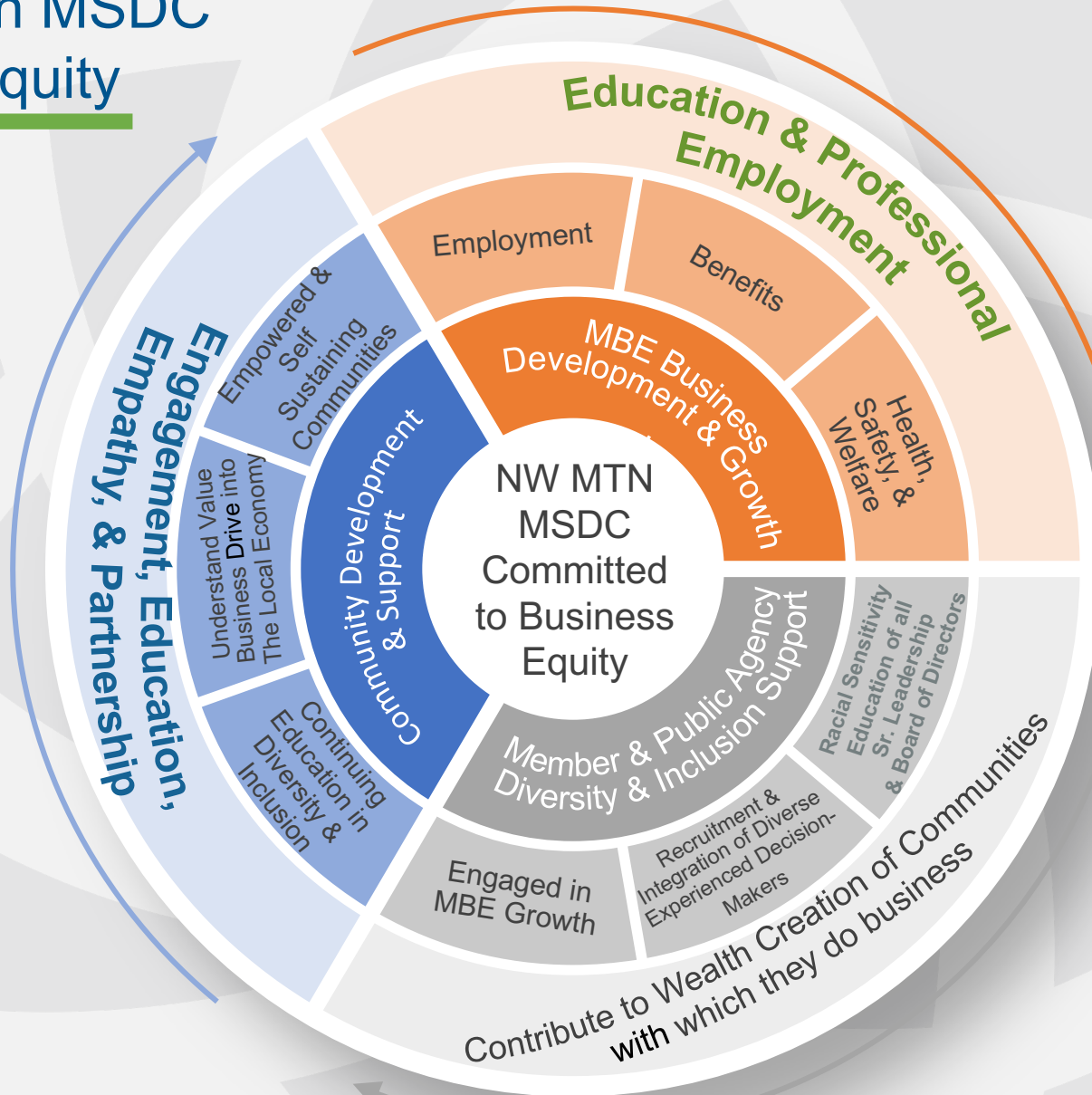
*These are the Things that **Matter!***

Economic Impact Of Northwest Mountain MSDC Certified MBES



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



“Thank You”

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