



INNOVATE NOW
& TRANSCEND
GENERATIONS
GENERATIONS
2021

2021 LEADERSHIP & ADVOCACY AWARDS

March 18, 2021

A decorative border consisting of multiple overlapping lines in shades of blue and green, framing the central text.

WELCOME

T-Mobile®

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AWARDS COMMITTEE

Awards Committee

Angela Battle,  Sellen, Committee Chairperson

Aundraya Boone,  Microsoft, Committee Member

Jennie Hanson,  PetroCard, Committee Member

Stacie Harwood,  T-Mobile, Committee Member



**THANK YOU
AWARDS
COMMITTEE!**

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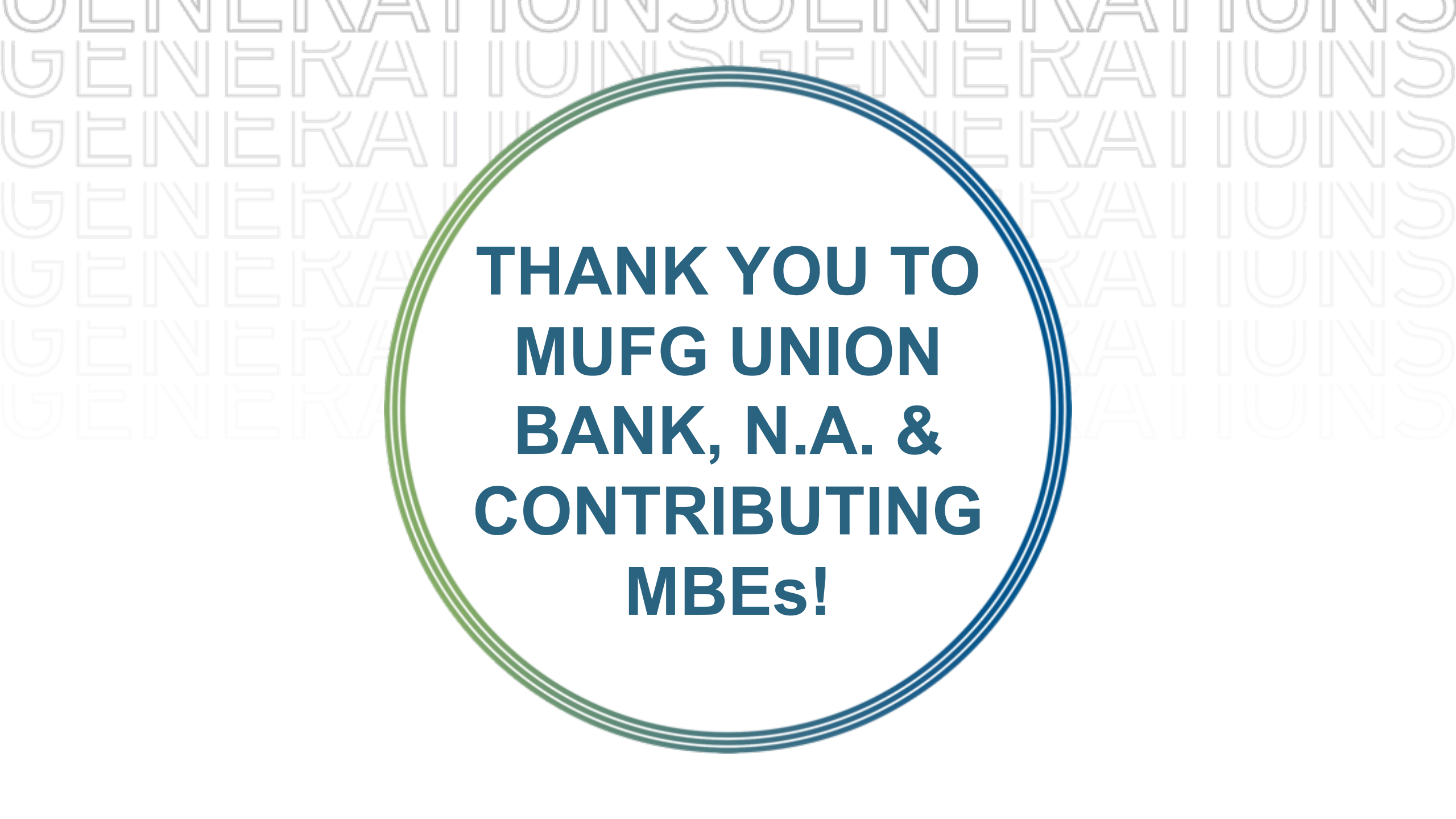
Deborah Tuggle: Cookies from Bite Me, Inc.
www.bitemeinc.com



**Herman Lanier: Dark Chocolate & Peanut Brittle from
Lanier's Fine Candies**
www.laniersfinecandies.com



**Michael Huynh: Macadons from Macadons &
Pink's Ice Cream**
www.macadons.com



**THANK YOU TO
MUFUG UNION
BANK, N.A. &
CONTRIBUTING
MBEs!**

LEADERSHIP WELCOME

Angela Battle, Board Chairperson

Shahzad Q. Qadri, MBEIC Chairperson


Council Board Leadership




Angela Battle – Board Chairperson
Sellen Construction




Carl Gipson – Board Treasurer
AT&T, Inc.




Shahzad Q. Qadri – MBEIC Chairperson
Wong Fleming P.S.




Tim Otani – Board Member
MUFG Union Bank, N.A.




Chi Pak – Board Member
T-Mobile, USA, Inc.




Dicran Arnold – MBEIC Vice Chairperson
Worldwide Technology, Inc.



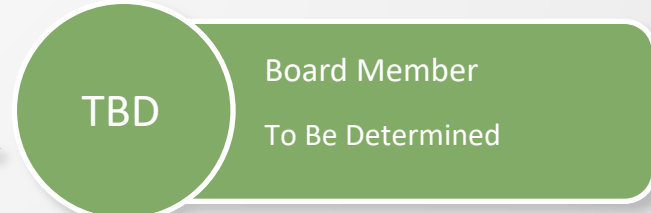
Fernando Martinez – Board Secretary
Northwest Mountain MSDC



Clayton E. Judge III – Board Member
Nike Corporation



Vladimir “Vlad” Poppel – Board Member
Intel Corporation

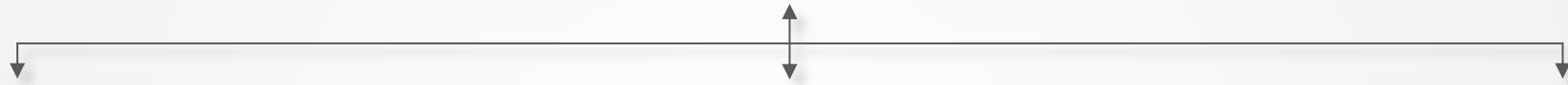


TBD
Board Member
To Be Determined

Council MBEIC Leadership



Shahzad Q. Qadri –
MBEIC Chairperson
Wong Fleming, P.S.



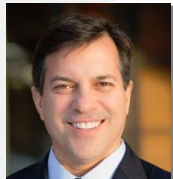
Dicran Arnold – MBEIC
Vice Chairperson
Worldwide Technology, Inc.;



Pedro Castro – MBEIC
Member
Magellan Architects



Darryl Russell – MBEIC
Member
The Russell Group, LLC



Nelson Reyneri – MBEIC
Member
Liberty Power Corporation



RC Sunkara – MBEIC
Member - Oregon
Mavensoft Technologies,
LLC



Curtis Thornhill – MBEIC
Member - Utah
Apt Marketing Solutions

TBD

MBEIC Member
To Be Determined

TBD

MBEIC Member
To Be Determined

TBD

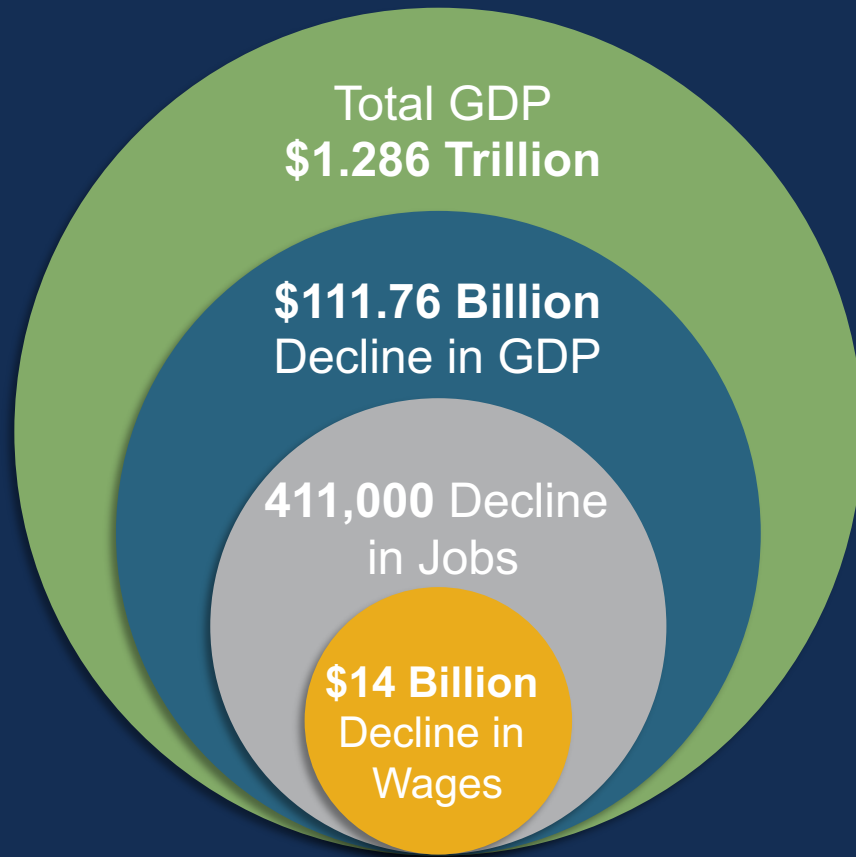
MBEIC Member
To Be Determined

FERNANDO MARTINEZ COMMENTS

CURRENT STATE OF NWMMSDC REGION

Alaska | Idaho | Montana | Oregon | Utah | Washington | Wyoming

COVID-19 Regional Costs



TOTAL GDP IMPACT

↓ **8.60%**

Pandemic Negatively Affects
Northwest Mountain MSDC
Region

TOTAL JOB DECLINE

↓ **4.41%**

Northwest Mountain
MSDC Region Loses
411,000 Jobs

DECLINE IN REGIONAL GDP

↓ **\$111.76 B**

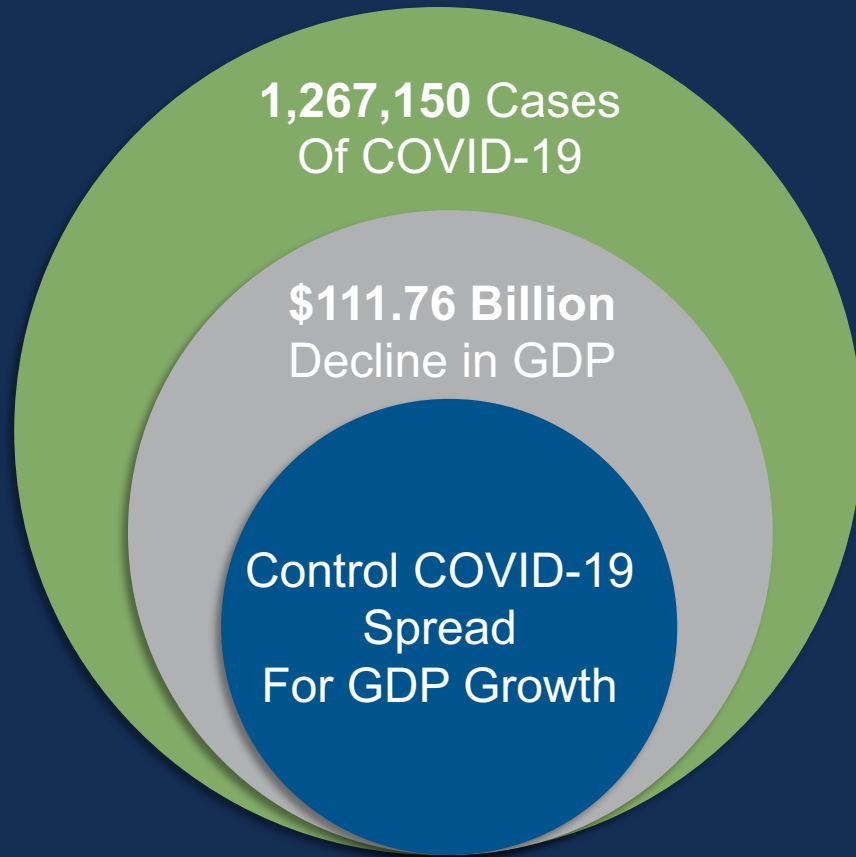
From \$1.286 Trillion
to \$1.174 Trillion

LOST WAGES

↓ **\$14.19 B**

Hardest Hit Wages
Median Wage of \$16.83

COVID-19 Case Impact



TOTAL NUMBER OF CASES IN THE REGION

1,267,150

As of March 10th, 2021

ESTIMATED ECONOMIC COST PER CASE

↓ \$88,218

Simple Math:
GDP Decline/Number of Cases

CONTROL FOR A DECLINE IN CASES AND AN ASCENT IN GDP CONTRIBUTION

↑ \$88,218

Manage Regional GDP Growth by Managing COVID-19 Spread

TOWN HALL HIGHLIGHTS

Town Hall Highlights: Critical to Success

Leadership

Fast & Effective Decision-Making

Business Diversification

Envision/Anticipate New Wave of Activities & Quickly Plan Mitigation



Cash & Cost Management

Immediate Cash Preservation Mode

Quickly React & Did Not Pass the Hardship Downstream

Went to Where the Money Was: PPP & Public Agency Contracting



Reinvention & Pivot

Adapted to the Yo-Yo Effect

Immediate Shift to How We Do Business in the Current Environment

Shifted & Met PPE Demand



Communications

Strict Line of Focus on All Customers & Protecting our Ecosystem

Met the Challenge at the Customer's Point of Intersection

Customer Relationships – Shared What Everyone Needed to Know



Entrepreneurship

Will-to-Win & Commitment-to-Succeed In Spite of Economic Shock

Understood the Market and Properly Positioned/Partnered with Customers

Decision to Build the Business on the Foundation of Customer Safety

Town Hall Highlights: Critical Challenges

Leadership

- Did Not Move Quickly: Waited too Long to Take Decisive Action
- Not Set Up With Good Support Team
- Business Model Not Designed for Adaptation



Cash & Cost Management

- Private Sector Dried Up: Business Shut Down Meaning Revenue Went Down
- Lack of Cash, Lack of Resources, too Much Debt
- Not Pursuing Paycheck Protection Program Funding



Reinvention & Pivot

- Not Meeting the Customer's Needs at Their Doorstep
- Not Appropriately Redistributing the Workforce to Retain Them
- Big Firms Dropped Down into the Midsized Market Stripping Business Away



Communications

- Not Consulting with Customers & Support Course Correction
- Not Asking for Help When Needed
- Lost Touch with MBEs – No Communication



Entrepreneurship

- One Dimensional Service or Product: No Diversification in the Business
- High Dependency on a Single Customer
- New Firms had a Bigger Challenge without Established Customer Relationships

ADVOCACY AWARDS

Angela Battle, Board Chairperson

Shahzad Q. Qadri, MBEIC Chairperson

2021 Advocacy Awards

- **Robert L. Ryan Award**
- **John A. Gilmore Award**



2021 Advocacy Awards

Robert L. Ryan Award

- Named after a Boeing employee and founder of the Northwest Mountain MSDC 43 years ago.
- Presented to an individual employed by a corporate member, who exemplifies commitment and dedication to the *development of minority business success* through the Northwest Mountain MSDC.



2021 Advocacy Awards

Robert L. Ryan Award

Tim Otani

External Affairs Manager

NW, Illinois & Texas

Corporate Social Responsibility



2021 Advocacy Awards

John A. Gilmore Award

- Presented to a Northwest Mountain MSDC Certified Business Owner or Employee
- Exemplifies the Spirit of Activism and Business Expansion through strong Advocacy for fellow Northwest Mountain MSDC MBEs.



2021 Advocacy Awards

John A. Gilmore Award

Dicran Arnold

Global Enterprise Sales
Area Vice President –
Business Development



LEADERSHIP AWARDS
Suppliers of the Year
Class I, II, III, IV

Suppliers of the Year

- **Class I:** Annual Sales Ranging up to \$1,000,000
- **Class II:** Annual Sales Between \$1,000,000 & \$10,000,000
- **Class III:** Annual Sales Between \$10,000,000 & \$50,000,000
- **Class IV:** Annual Sales Greater than \$50,000,000



Supplier of the Year

Class I

Annual Sales Ranging up to
\$1,000,000



Supplier of the Year

Class I

Annual Sales Ranging up to
\$1,000,000



Mike Nakamura

photography



Supplier of the Year

Class II

Annual Sales Between
\$1,000,000 & \$10,000,000



Supplier of the Year

Class II

Annual Sales Between
\$1,000,000 & \$10,000,000



Supplier of the Year

Class III

Annual Sales Between
\$10,000,000 & \$50,000,000



Supplier of the Year

Class III

Annual Sales Between
\$10,000,000 & \$50,000,000

*Service*MASTER
Restore®





Supplier of the Year

Class IV

Annual Sales Greater
Than \$50,000,000

Supplier of the Year

Class IV

Annual Sales Greater
Than \$50,000,000



LEADERSHIP AWARDS
Public Agency of the Year
Regional Corporation of the Year
National Corporation of the Year

2021 Leadership Awards

Nominations come from Certified MBEs that do business with our corporate and public agency members.

- Award Winners are evaluated on
 - Dollars spent with Council Certified MBEs,
 - Outreach to the MBE community,
 - Firm's overall Supplier Diversity strengths and efforts.



2020 Public Agency Of the Year



2020 Public Agency Of the Year

Port of Seattle®



2020 Regional Corporation of the Year





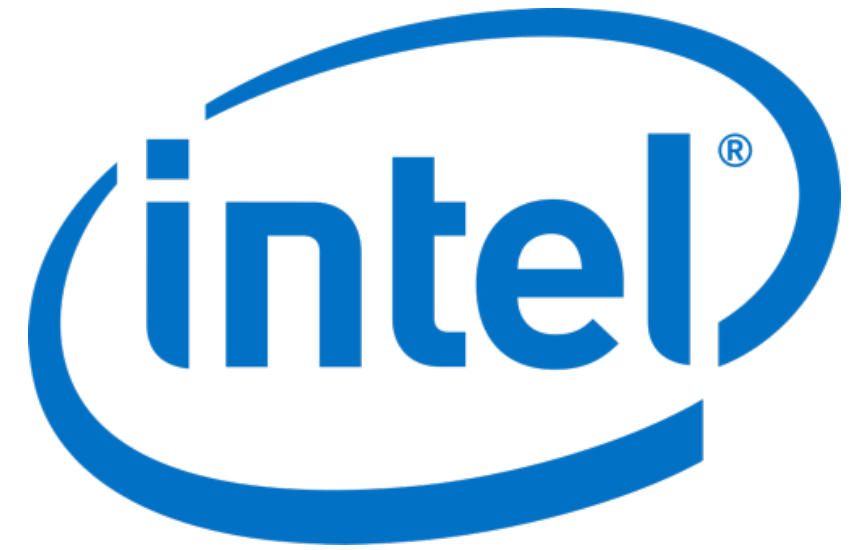
SKANSKA




2020
Regional
Corporation
of the Year



2020 National Corporation of the Year



2020 National
Corporation of the Year



**THANK YOU &
CONGRATULATIONS
TO ALL THE AWARD
WINNERS!**


THE THANKS

THE ASK

THE CLOSE!

- Thank you To Everyone
- Congratulations to all the Award Winners
- The Ask
- Close





***“Building Value on a
Continuum for the
Betterment of our
Communities in the
Future!”***

Northwest Mountain MSDC