

# EASTERN MINORITY SUPPLIER DEVELOPMENT COUNCIL

## 2016 ANNUAL REPORT

Engage.  
Connect.  
Grow.



**Eastern**  
Minority Supplier  
Development Council

# TABLE OF CONTENTS

A LETTER FROM THE PRESIDENT	1
WE ARE EMSDC	3
SUCCESS STORY: THE PNC FINANCIAL SERVICES GROUP, INC. AND URBAN LENDING SOLUTIONS	5
SUCCESS STORIES: PECO AND G & C ENVIRONMENTAL SERVICES, INC.	7
SUCCESS STORIES: DNC AND PERRYMAN BUILDING AND CONSTRUCTION; IMPACT DIMENSIONS, LLC	9
SUCCESS STORIES: PFIZER INC. AND NETA SCIENTIFIC, INC.	10
MBES, CORPORATIONS & THE U.S. ECONOMY: WHY THE WORK MATTERS	11
2016 EVENTS AND HIGHLIGHTS	12-13
SUCCESS STORIES: EQT CORPORATION AND VISVERO, INC. BLUE LAKE PACIFICA CRANE & EQUIPMENT, LLC	14
CORPORATE AND MBE ENGAGEMENT BY THE NUMBERS	15
A PATHWAY FORWARD	16
EMSDC BOARD OF DIRECTORS	

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[www.emsdc.org](http://www.emsdc.org)



# A MESSAGE FROM THE PRESIDENT

Each year our Annual Report gives us an opportunity to reflect on the accomplishments and progress of the Council. While this is the first Report published under my leadership and under the banner of the merged Eastern Minority Supplier Development Council, the work of the Council has continued with laser focus, delivering on our Mission to “advance business opportunities for diverse businesses by connecting them to business opportunities with corporations and buying entities.” Central to the Mission are our four pillars – Certify, Develop, Connect, Advocate. The Council’s programs, events and initiatives are built around these four pillars with an emphasis on developing our certified businesses in response to the sourcing needs of our corporate members. In 2016, the Council focused on streamlining services and repurposing events, and we were excited to present the first annual Stellar Awards Luncheon, recognizing leaders in business and industry, notably spotlighting those businesses that stand at the forefront of economic development and supplier diversity. We ROARed in September, bringing the Conference and Business Exchange back to Philadelphia. The R.O.A.R. Conference broke down walls, literally, featuring an open tradeshow that brought matchmaking into the room and a center stage that delivered targeted programming for business growth and development. Conference highlights included the Growth Symposium and the Small Business Institute’s “conference within a conference,” focused on the challenges and needs of small and emerging entrepreneurs. Whether it was the golf seminar “Doing Business on the Greens” or our Annual Meeting focusing on the future, the theme for 2016 “Creating Value, Expanding Capacity, Building Legacy,” resonated throughout the Council’s programs, events and initiatives. As we look to the future, we continue to seek out ways to deliver on value, increase partnerships and connections, expand capacity to build legacy business, and foster an ecosystem of strong businesses that delivers on the Mission to create sustainable wealth in our communities. The journey continues and we ask you to continue your partnership with us. As always...

Yours in Business Success,



Valarie J. Cofield  
President/CEO  
EMSDC



# Certify.

EMSDC PROMOTES THE VALUE OF CERTIFICATION, WHICH ALLOWS MBES TO STRIVE TO MEET THE EXPECTATIONS AND PROFESSIONALISM REQUIRED TO COMPETE FOR CORPORATE CONTRACTS.

# WE ARE EMSDC

The Eastern Minority Supplier Development Council (EMSDC) is one of 23 regional affiliates of the National Minority Supplier Development Council (NMSDC), operating in Pennsylvania, southern New Jersey and Delaware. The Council fosters the development of minority business enterprises (Asian, Black, Hispanic and Native American) to better align them with corporations' sourcing requirements, in an effort to initiate growth and opportunity through supplier diversity channels. EMSDC is committed to facilitating economic development in its geographic territories by connecting corporations to compatible diverse suppliers, and assisting MBEs in developing their businesses to meet corporations' purchasing needs.

EMSDC, through its private and public partnerships, is uniquely positioned to support the long-term sustainable growth of minority-owned businesses and their participation in the global supply chain. EMSDC's portfolio of solutions and support includes training and development services; access to public and private sector contracts; identification of new markets (i.e., green construction and energy, biomedical engineering, biotech, advanced manufacturing, and technology); professional development fellowships; mentor-protégé pairings; technical assistance and support; industry specific groups; and strategic partnerships within the financial and surety sector, providing access to capital, bonding and insurance for minority businesses.

Further, as part of a network of 23 councils nationally and five (5) Global Link partners (Australia, Canada, China, South Africa and the United Kingdom), EMSDC has access to national and international resources to deliver programming that gives unparalleled coverage of both private and public-sector procurement opportunities, nationally and globally. Through collaborations, EMSDC is building partnerships with economic development program operators in the region, driving the agenda towards synergistic operation and programming that yields maximum benefit to its clients. Our foundation as an NMSDC affiliate directly aligns us with the most powerful minority supplier organization in Corporate America. EMSDC boasts corporate membership of over 100+ companies either headquartered or doing business in Pennsylvania, southern New Jersey and Delaware, all with organizational commitment to supplier diversity.



# DEVELOP.

EMSDC PROVIDES SERVICES TO DEVELOP CAPACITY AND SCALABLE GROWTH OF THESE BUSINESSES TO MEET THE DEMANDS OF CORPORATE MEMBERS.

## SUCCESS STORY:

EMSDC is known as the ultimate connector. That reputation shines when a successful corporation contracts with an MBE that meets its needs and meshes with its organizational culture.

The PNC Financial Services Group, Inc., an EMSDC corporate member, is a Pittsburgh-based financial services corporation, and is committed to economically strengthening diverse owned businesses. Through the Supplier Diversity Program, relationships with diverse-owned businesses are built and maintained, not only to meet the expectation of diversity as one of PNC's core values, but also to increase PNC's competitiveness and grow its customer base.

PNC's supplier portal gives the team access to nearly 5,000 diverse suppliers who specialize in providing an array of products and services, including computer hardware, title and settlement services, commercial print, contingent labor, courier services, consulting, training, advertising and market research. In 2015, PNC spent more than \$300 million directly with its program suppliers and indirectly through its prime supplier's use of small and diverse-owned businesses.

In 2016, PNC engaged certified MBE, Urban Lending Solutions (ULS), not only because of the services they provide, but because of the cultural similarities the two organizations share. Like PNC, ULS is equally committed to providing their clients with great service. ULS has acted as an extension of PNC and learned their business, their processes, and the needs of PNC's customers.



# CONNECT.

EMSDC MAKES EDUCATED AND PURPOSEFUL CONNECTIONS THAT ARE WELL  
FOUNDED AND BASED ON RELATIONSHIPS.



## SUCCESS STORY:

G & C Environmental Services, Inc. is a minority owned firm that offers its clients environmental site investigations, air monitoring and testing and project management. In 2016, G & C was one of 6 diversity certified suppliers selected to participate in PECO's Power 25 Program, an in-house development program for diverse businesses. The Council staff also supported the supplier development program. After graduating from the program, G & C was awarded an environmental contractor of choice contract with PECO, making them 1 of 5 firms to secure the opportunity. G & C's 4-year contract with PECO includes preparation of reports on compliance with environmental standards for projects related to manufactured gas plant activities, substation construction/demolition, new facility constructions, storage tanks upgrades, and many others. G & C Environmental Services, Inc.'s success is proof positive of what EMSDC certification and advocacy can do for MBEs that want to reach higher and seek the resources necessary to scale.



# ADVOCATE.

EMSDC ADVOCATES FOR MINORITY BUSINESSES, RECOGNIZING BUSINESS ACHIEVEMENTS AND COMMITMENT TO SUPPLIER DIVERSITY AND AN ECONOMIC IMPERATIVE.



## SUCCESS STORIES:

In July 2016, Philadelphia hosted The Democratic National Convention (DNC). Prior to the convention, the DNC Host Committee offered opportunities for local vendors and suppliers to land big contracts.

The DNC Host Committee had selected the Philadelphia-based Perryman Building and Construction as its construction services firm, chosen from several local firms. Led by Angelo Perryman, the minority-owned firm was responsible for construction operations before, during and after the convention, and included operations from flooring and painting to air conditioning needs.

Another Philadelphia-based business that was chosen was the Hispanic-owned Impact Dimensions, LLC. Impact Dimensions was elected by the DNC Host Committee to be the official merchandise provider and manager for the convention, and was responsible for manufacturing, marketing, selling and fulfilling orders for a variety of Host Committee merchandise and promotional materials. The materials were available for purchase by residents, delegates, media and visitors at online stores and physical locations in Philadelphia for the duration of the DNC.

These serve as prime examples of EMSDC certified MBEs finding success in servicing large scale requirements of an event of this magnitude. EMSDC certified MBEs are contract-ready businesses providing high value/high quality products, services and solutions.



*We connected with AmeriHealth Caritas in Philadelphia which led to another opportunity with Independence Blue Cross. There is no way we would have this once in a lifetime chance without the EMSDC. I would like to encourage MBEs to join. I got more out of attending two events than I would have from a whole year of marketing and business development efforts. My affiliation with the EMSDC is priceless. If you take your business seriously and want to go to the next level, then you cannot afford not to be a part of this."*

**Praful Patel, President, Ohm Systems, Inc.**

## SUCCESS STORY:

Pfizer Inc. is one of the world's premier biopharmaceutical companies. It purchases laboratory supplies and equipment from distribution partners and has leveraged Neta Scientific, a certified minority and woman owned life science and chromatography distribution company, to provide this service for many years. Neta has successfully provided this service to Pfizer and as a result has grown its business with Pfizer over the last few years.



**Neta Scientific**  
LAB SUPPLIES AND SOLUTIONS

# MBES, CORPORATIONS & THE US ECONOMY: WHY THE WORK MATTERS



Considering how much minority-owned businesses contribute to the U.S. economy as a whole, it is a sobering fact that minority communities were once not even factored into economic strategy. As we progress, diversity and inclusion in business is no longer seen as a “trend.” In fact, it is the new norm, and a business imperative.

The proof is in the numbers. As of 2012, the Survey of Business Owners (SBO) reported the percentage of minority-owned businesses to be at 29%, with 8.0 million firms generating \$1.38 trillion in revenue and 7.2

million jobs. A joint report from the Milken Institute and the Minority Business Development Agency (MBDA), 2014, shows that the number of minority business owners in the U.S. is growing at a rate of 17% annually. That figure comes in six times that of the growth of all firms. Even more promising is the growth rate of sales of those Minority Business Enterprises, sitting at 34% and doubling the national rate. According to the most recent U.S. Census Bureau data, employment at minority-owned firms is growing at a rate of nearly five times that of non-minority owned firms. According to a Department of Commerce study, the minority population in the U.S. will contribute to as much as 70% of the total increase in purchasing power from 2000 to 2045. Who stands to benefit from this buying power? We all do.

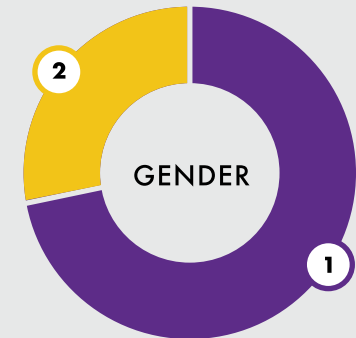
The relationship between MBEs, corporations, the purchasing public and the availability of jobs is a very interconnected one. Just as important as access to corporate contracts is to MBEs, is the engagement of a diverse supplier pool for those corporations. Corporations are sellers – offering goods and services. The minority population accounts for the bulk of the growth in purchasing power – they are the buyers. As MBEs continue to grow in strength and numbers, they are employing more and more buyers who then become an active and contributing part of the overall economy. The expectation for corporations to do business with the individuals who represent the communities to whom they sell is no longer simply a socially conscious one, but also the most obvious path to mutual success. As more MBEs are engaged and provided greater access and an opportunity to succeed, they grow, employ more workers and create more wealth, which allows for corporations to enjoy more success on the other end of the spectrum. It is almost impossible not to visualize the circle of success moving in all directions.

## EMSDC - CERTIFIED MBEs: 482

### PERCENTAGES

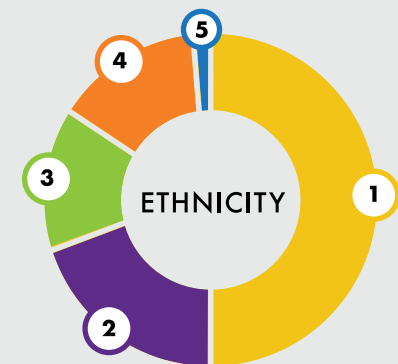
#### By gender

- 1 Male 356 or 73.86%
- 2 Female 126 or 26.14%



#### By ethnicity

- 1 African American 242 or 50.21%
- 2 Asian Indian 102 or 21.16%
- 3 Asian Pacific 60 or 12.45%
- 4 Hispanic American 74 or 15.35%
- 5 Native American 4 or 0.83%



#### By industry

Broker/Agent	14 or 2.90%
Construction Contractor	56 or 11.62%
Consultant/Professionals	241 or 50%
Distributor	46 or 9.54%
Manufacturer	42 or 8.71%
Manufacturer Rep	5 or 1.04%
Service Contractor	78 or 16.18%

# 2016 EVENTS AND HIGHLIGHTS

## THE STELLAR AWARDS

### Renaissance Hotel in Pittsburgh, PA

Curt Topper, Secretary of the Pennsylvania Department of General Services welcomed 180 attendees, who gathered to help honor minority owned businesses and corporations for their achievements in business growth, advocacy, diversity and inclusion. Ronald Herring, President International & Senior Vice President, MSA, delivered the keynote, and the winners were:

- Individual Resource Partner Award - Suresh Ramanathan, KORYAK
- Organizational Resource Partner Award - The Enterprise Center
- MBE Partnership Award - World Wide Technology, Inc.
- MBE Forerunner Award - Sci-Tek Consultants
- Fastest Growing MBE Company Award - The Wilson Group
- Corporate Best Practice Award - EQT Corporation
- Corporate Forerunner Award - University of Pittsburgh Medical Center
- Corporate Leadership Cornerstone Award - EQT Corporation
- Alexander Nichols Lifetime Achievement Award - Toni Silva-Jeter, University of Pittsburgh Medical Center



## THE ANNUAL YOUTH ENTREPRENEUR SCHOLARSHIP TOURNAMENT



### Quicksilver Golf Club in Midway, PA

The tournament provided the 85 MBEs and corporate representatives in attendance the opportunity to network with current clients and connect with future business partners while raising funds for two causes: a scholarship benefiting youth in grades 5-12 with programs that expose students to starting and running a business, writing a business plan and managing money; and the ongoing fund for MBEs to attend advanced education training programs. Included in the day, a PGA-professional led golf clinic and seminar gave non-golfers a unique opportunity to learn the basics of golf and how to use the sport as a tool for business success, on and off the course.



## THE R.O.A.R. CONFERENCE AND BUSINESS EXCHANGE



### The Pennsylvania Convention Center in Philadelphia, PA

300+ attendees participated in an interactive, open-conference experience. The conference focused on connecting corporations and buying entities committed to increasing their sourcing with diverse suppliers, capable of delivering the products, services and solutions they require.

Speakers included Dr. George C. Frasier, CEO, FraserNet, Inc.; Garry Maddox, Principal and CEO, A. Pomerantz & Co; Javier Palomarez, President/CEO, United States Hispanic Chamber of Commerce; R. Donahue Peebles, Founder, Chairman and CEO, The Peebles Corporation; Dr. Randal Pinkett, CEO, BCT Partners; and Susan L. Taylor, Founder & CEO, National CARES Mentoring Movement and Editor-in-Chief, Emeritus of Essence Magazine.

## THE CHOICE AWARDS



### Hyatt at the Bellevue in Philadelphia, PA

EMSDC and 275 guests celebrated minority owned businesses and corporations for their achievements in business growth and supplier development. The winners were:

#### Corporations of Year

- National - PECO, An Exelon Company
- Regional - AmeriHealth Caritas

#### Suppliers of the Year

- Class I - Brownstone PR
- Class II - CenterPoint Group, LLC
- Class III - Neta Scientific, Inc.
- Class IV - QPS, LLC

#### Awards of Distinction

- Paving the Way Award - Emmett T. Vaughn, Exelon
- Phoenix Award - Henkels & McCoy
- James Brown Award - Robert O. Agbede, Chester Engineers, Inc.
- MBE Advocate of the Year - Michael K. Pearson, Union Packaging, LLC
- Corporate Advocate of the Year - Vernice Lewis, PECO, An Exelon Company
- Corporate Advocate of the Year - Ronald B. Baldwin, Jr., AmeriHealth Caritas



*"Business development is all about relationships and building the business network. The EMSDC opens the door for me and my company to connect with decision makers in large enterprise businesses. Additionally, it opens the door to fellow certified MBEs. However, we have to give in order to receive – that is the golden rule. The staff at the EMSDC office from the CEO level down is very approachable and engaging."*

**Ana Fernandez-Parmet, President, Parmetech, Inc**



EMSDC came to find out about Visvero, Inc. when Arvin Handu reached out to introduce his company. Visvero is a specialist BI/Big Data and Analytics Consultation company. The company was able to earn an invitation to an RFP for EQT's managed services. EQT Corporation is a petroleum and natural gas exploration and pipeline company headquartered in Pittsburgh, Pennsylvania. Visvero turned in an impressive proposal and after several meetings, EQT elected to award Visvero several projects on a portion of its internal project workload.



After several meetings with some of our key majority prime suppliers, Blue Lake Pacifica is strategically aligning with two of them, Doss Enterprises and Laurel Aggregate. Blue Lake Pacifica will supplement their partnership with both companies in the capacities of crane services, logistics and invoicing services.



**Where energy  
meets innovation.**



*The EMSDC has helped Just It's Electric LLC develop relationships with corporate members. Each year at the conference, we have gotten to speak with corporate members we otherwise wouldn't have had a shot at meeting. We grow each year with your help and I always encourage others to join the EMSDC as well as attend different workshops with me."*

**Erik Truxon, General Manager, Just It's Electric LLC**



# CORPORATE AND MBE ENGAGEMENT BY THE NUMBERS

EMSDC plays an active role in facilitating mutually beneficial business relationships. EMSDC engages MBEs and member corporations, getting to know the strengths and abilities of one and the needs and expectations of the other. This allows for a deeper grasp of who to connect with whom, and why.

Much like the promising growth of minority businesses in the U.S., EMSDC enjoyed growth in 2016, certifying **109 new MBEs**.

With retention of over **86%** of existing MBEs, EMSDC saw an overall growth rate of **14%** this year.

The **482 certified MBEs** on board account for over **15,000 jobs**.

Average annual **revenue of close to \$8M**, and a collective annual revenue of over **\$3.65 Billion**.

EMSDC's corporate membership spans throughout the tri-state region, with particularly high concentrations of corporate members in the major metropolitan areas of Philadelphia, Pittsburgh, Southern New Jersey and Northern Delaware. Our corporate members have annual revenues estimated to exceed \$1.1 trillion. A commonality between our members and corporations throughout America is the understanding of the value and importance of diversity and inclusion in business. The proof is in the numbers. On average, supplier diversity programs add \$3.6 million to the bottom line for every \$1 million in procurement operation costs. The high return on investment is undeniable. In 2014, MBE spending grew 20% from the previous year. The leading category driving growth came from Technology and Telecom, which grew 46% that year, from \$20.5 million to \$30 million. Another category of significant growth was Facilities, which more than tripled from \$980 thousand to \$3.1 million during the same period.

EMSDC's MBEs  
at 2016: Average of  
\$7,777,142 annual revenue  
and collective revenue  
of \$3,655,256,779

In 2016, EMSDC's  
482 MBEs employed  
15,175 individuals

# A PATHWAY FORWARD

EMSDC's plan, built on four pillars, **Certify, Develop, Connect** and **Advocate**, sets significant goals for 2017 and beyond. We are looking to grow corporate membership, increase MBE development and scalability; strategically identify and certify MBEs that can service the corporate supply chain, while delivering solutions and addressing pain points in the supply chain. Our mission focus is creating sustainable growth for minority businesses through capacity building; acquisitions and strategic partnering opportunities; and financial and capital investment resources. Our ability to deliver and position contract ready businesses for participation in the supply chain (corporate, institutional, government, Tier 1, B2B, et al) is how we measure success.

Our sight is always set on the future and what's to come. We look forward to widening our network and reach, and involving more and more corporations and MBEs looking to take the next step toward a more diverse, vibrant and financially successful tomorrow. Business is the key to moving forward. Get the word out about EMSDC and our goals, and help to ensure our services are best utilized in reaching everyone we can benefit. We look forward to partnering with you in 2017 and beyond!

## Funding Sources

Programs/Events 34%  
Local Membership 17%  
MBE Services 30%  
National Allocation 18%  
Grants 2%



## Expenditures

Programs/Events 53%  
General/Administrative 29%  
Fundraising 18%

# EMSDC BOARD

## Executive Committee

Erik Meader  
Valarie J. Cofield  
Michael DeWitt  
George Ehrgott  
Tasha Y. Brown  
Curtis Conner\*  
Suresh Ramanathan\*

Pfizer  
EMSDC  
Highmark  
CTDI  
Princeton University  
G&C Environmental  
KORYAK

## Board Members

Ronnette J. Anderson  
Steve Anthos  
L. Jay Burks, PhD  
Renee Galloway, EdD  
David Groomes  
Loren Hopkins-Taylor  
Sharon Kelley  
Geoffrey Kent  
Vernice Lewis  
Troy Mathews  
Cheryl R. McAbee  
Pamela McMellon-Wells  
Jayshree Moorthy  
Sherry Nacci  
Narciso "Pat" Patterson  
Gabriel Parades  
Charles Sanders  
Toni Silva-Jeter  
Janice Talerico  
James Vespoli  
Don Weeks

Citizens Bank  
EQT Corporation  
Comcast  
University of Pittsburgh  
US Facilities  
DuPont  
Gateway Health  
Cognis IT  
PECO  
Johnson & Johnson  
River Development Corporation  
Federal Reserve Bank of Philadelphia  
Frontier Technologies  
SKANSKA  
Verizon Communications  
Mine Safety Appliances  
Urban Lending Solutions  
University of Pittsburgh Medical Center  
Giant Eagle  
PNC  
Thornton Marketing Communications Group



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\*Co-Chair Minority Business Enterprise Input Committee (MBEIC)



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