

2019 Annual Report



Eastern
Minority Supplier
Development Council

A background image showing several hands of different skin tones stacked in a circle, symbolizing unity and teamwork. The hands are positioned around a central white rectangular area that contains the table of contents.

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A YEAR IN REVIEW, AND THE PATH FORWARD...

A Message from the President & CEO

Each year our Annual Report is an opportunity to look back at the accomplishments and progress of the Council.

EMSDC represents more than 100 corporate and institutional members and close to 600 MBEs. Our members include many of America's largest publicly-, privately-, and foreign-owned companies, city, and state buying institutions, as well as some of the largest and most innovative minority-owned businesses in the nation. Throughout 2019 EMSDC remained focused on delivering on our **Mission** to "advance business opportunities for diverse businesses by connecting them to corporations and buying entities." Our programs, events and initiatives are built around our **four action points** – Certify, Develop, Connect, and Advocate. Our **business** is matching diverse business talent with the demands and needs of the marketplace. EMSDC continues to transform and reposition our services and programs to fulfill those goals. We are most proud of those services that deliver sales and marketing insights; access to the global marketplace; capacity building and business diversification opportunities; growth strategies that include joint ventures, strategic alliances, mergers and/or acquisitions; access to traditional and non-traditional financing resources; and establishment of the **Entrepreneur Collaborative Accelerator**- "15 to 50 Program." The pilot program will launch in 1st quarter 2021.



As we move forward, let us not forget...

At the time of Dr. King's death, the Civil Rights Movement had shifted to include economic justice - understanding that without economic opportunity, there could be no social justice. It is from the embers of the social and economic unrest during that time that the National Minority Supplier Development Council rose. The mission of EMSDC and the NMSDC affiliate Network has always been economic justice. Gone are the days where "change" is some abstract concept of the future; "change" is now, and it requires us to act. The only path is **FORWARD**...are you with us?

Yours in Business Success,

A handwritten signature in black ink, appearing to read "T. King". The signature is stylized with a large, sweeping initial "T" and a cursive "King".

THIS IS WHO WE ARE

The mission of Eastern Minority Supplier Development Council is to stimulate and support economic development with ethnic minority-owned businesses throughout Pennsylvania, southern New Jersey, and Delaware. The Council fosters the development of minority business enterprises to better align them with corporations to initiate growth and opportunity through Supplier Diversity channels. Procurement and contracting are the areas where EMSDC excels. By all accounts, the sourcing of procurement opportunities is why we exist and drives the activity of this organization from the boardroom to the front desk.

Our foundation as a National Minority Supplier Development Council (NMSDC) affiliate directly aligns us with the most powerful minority supplier organization in the U.S. With over 1,450 major U.S. corporations as its members and representing over 12,000 certified MBEs, NMSDC is the global leader in supplier diversity. EMSDC boasts corporate membership of over 100 companies either headquartered or doing business in Pennsylvania, southern New Jersey and Delaware, most with Supplier Diversity as a strategic initiative within their enterprise.

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 also 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 collaboration, EMSDC is building partnerships with economic development program operators in the region, driving the agenda towards synergistic operation and content that yields maximum benefit to its clients.



THIS IS WHAT WE DO

EMSDC connects the needs of the marketplace with diverse businesses that have the products, services and solutions needed. Connection is our value proposition, speaking not only to our ability to connect corporate and MBE, but also NMSDC's national and global Network connectivity. As a network this allows us to leverage resources beyond our local footprint, securing expertise across industries and geographies.

We are recognized as a model in the region for the successful development of Minority Business Enterprises (MBEs). EMSDC sets the standard of excellence in bringing corporate members and MBEs together to create mutual value.

We align our standard with four dynamic and enduring action points: Certify, Develop, Connect, and Advocate.



CERTIFY

Examine and investigate each MBE, verifying its viability, its practices and its capacity for growth



DEVELOP

Assist and enable MBEs in expanding their visions and their capabilities to meet the needs of corporate members



CONNECT

Introduce and facilitate a mutually beneficial business relationship between MBEs and corporate members



ADVOCATE

Promote and strengthen a universal understanding of the value of minority supplier development

CERTIFY

Examine and investigate each MBE, verifying its viability, practices and capacity for growth.

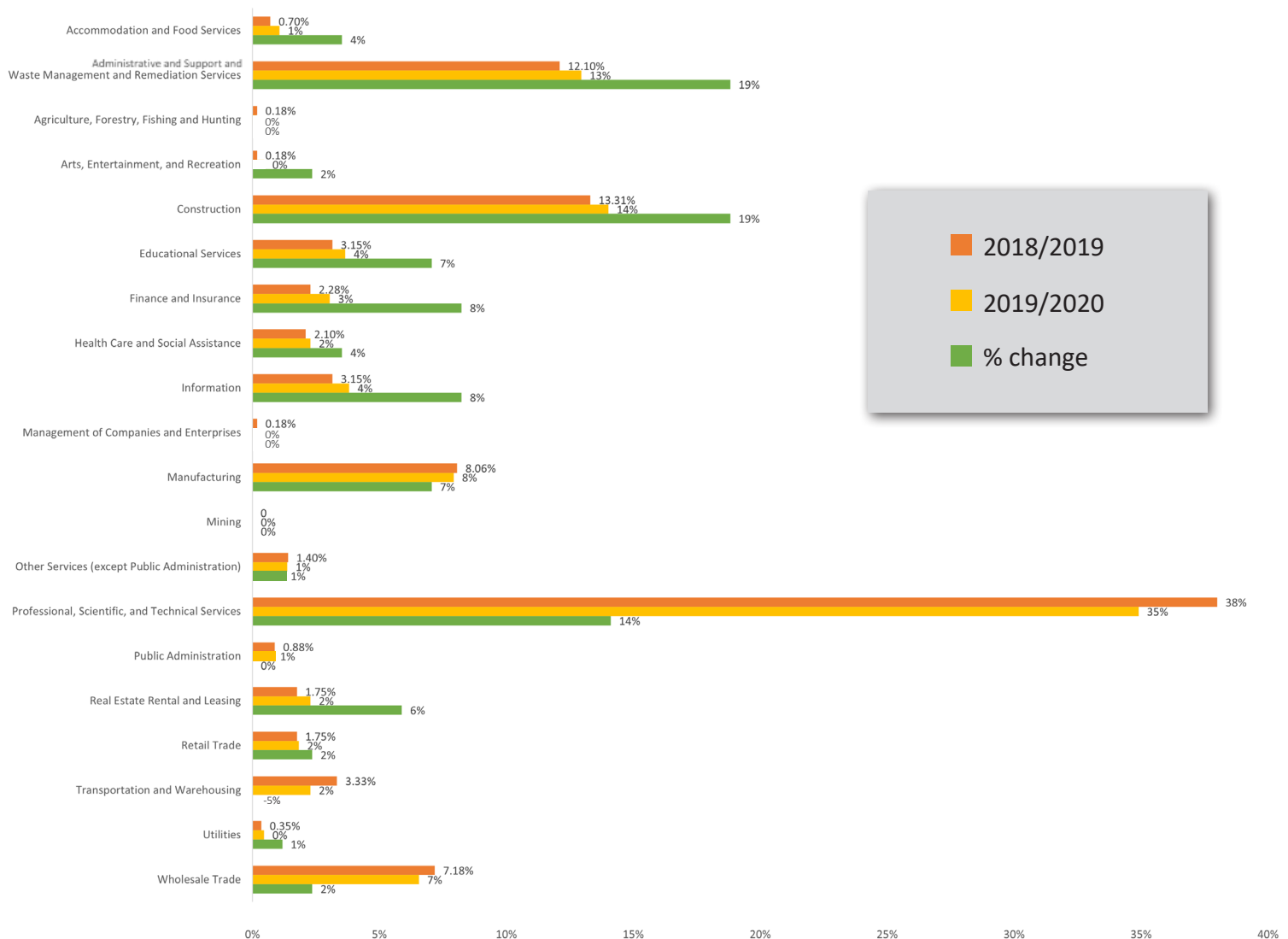
EMSDC conducts NMSDC's rigorous certification process which requires that minority businesses in our Network are at least 51% minority-owned, -operated and -controlled. Eligibility is established by a thorough application review, site visit and committee discussion. NMSDC is the "gold standard" for minority business certification in the United States and globally.

EMSDC discounts the certification fee for first-time applicants seeking certification.

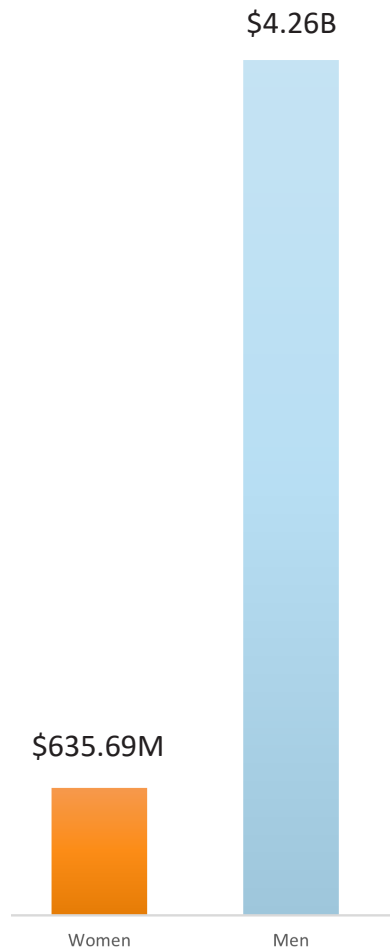
Our programs to recruit and promote the value of NMSDC Certification and support certified firms include:

- Certification, Who Needs It?
- Certification - Closing the Gap
- South Jersey Diverse Business Certification Seminar
- Lehigh Valley Certification Panel
- MWDBE Governmental Committee Certification Event
- Making Certification Work

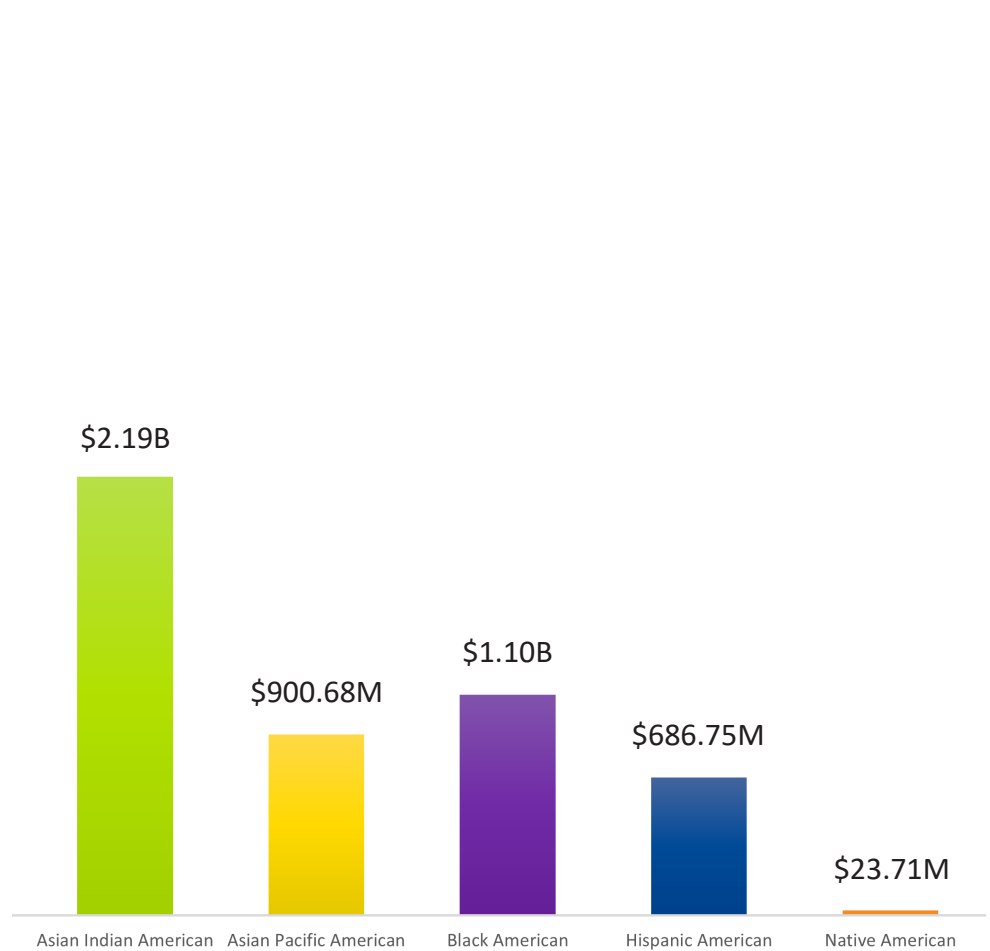
MBE INDUSTRIES BY THE NUMBERS



TOTAL REVENUE OF EMSDC MBES BY GENDER

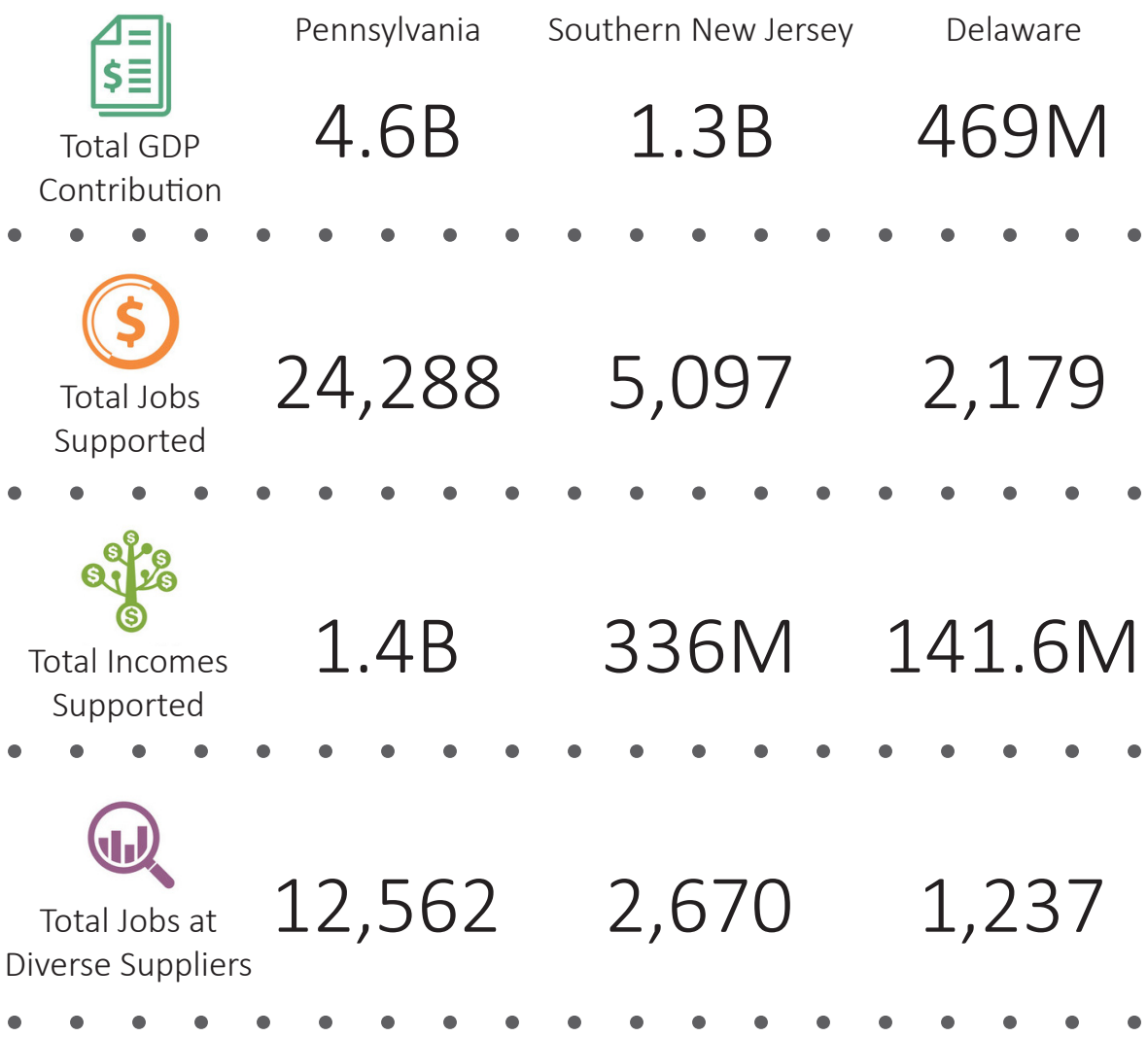


TOTAL REVENUE OF EMSDC MBES BY ETHNICITY



If a business meets the qualifications, certification may provide opportunities it might not otherwise be able to compete for.

IMPACT STUDY



We evaluated three measures to quantify our impact:

PRODUCTION

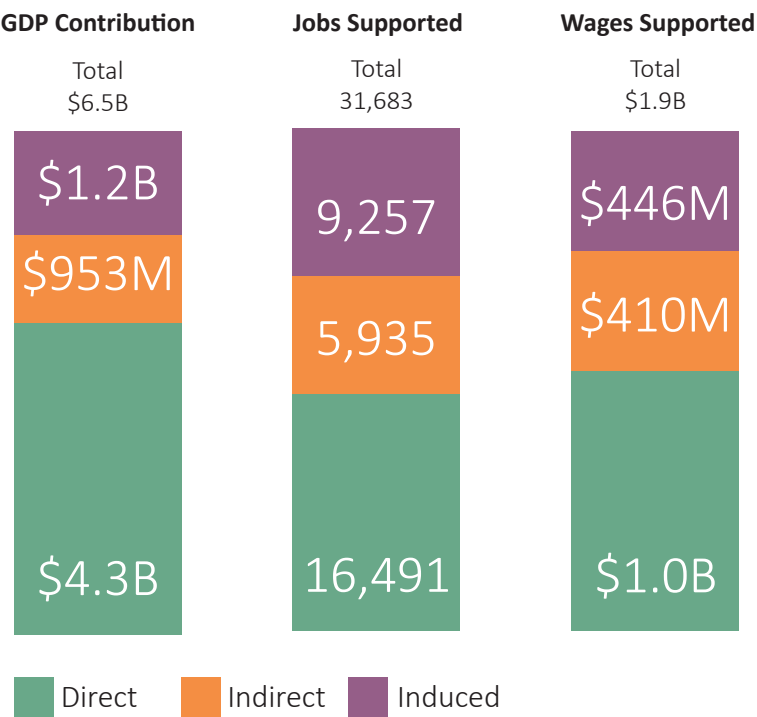
Production measures the cumulative output of all businesses that engaged directly or indirectly through our purchases.

JOBS

The number of people employed on a full time equivalent (FTE) basis at our suppliers or at other businesses as a result of our purchasing.

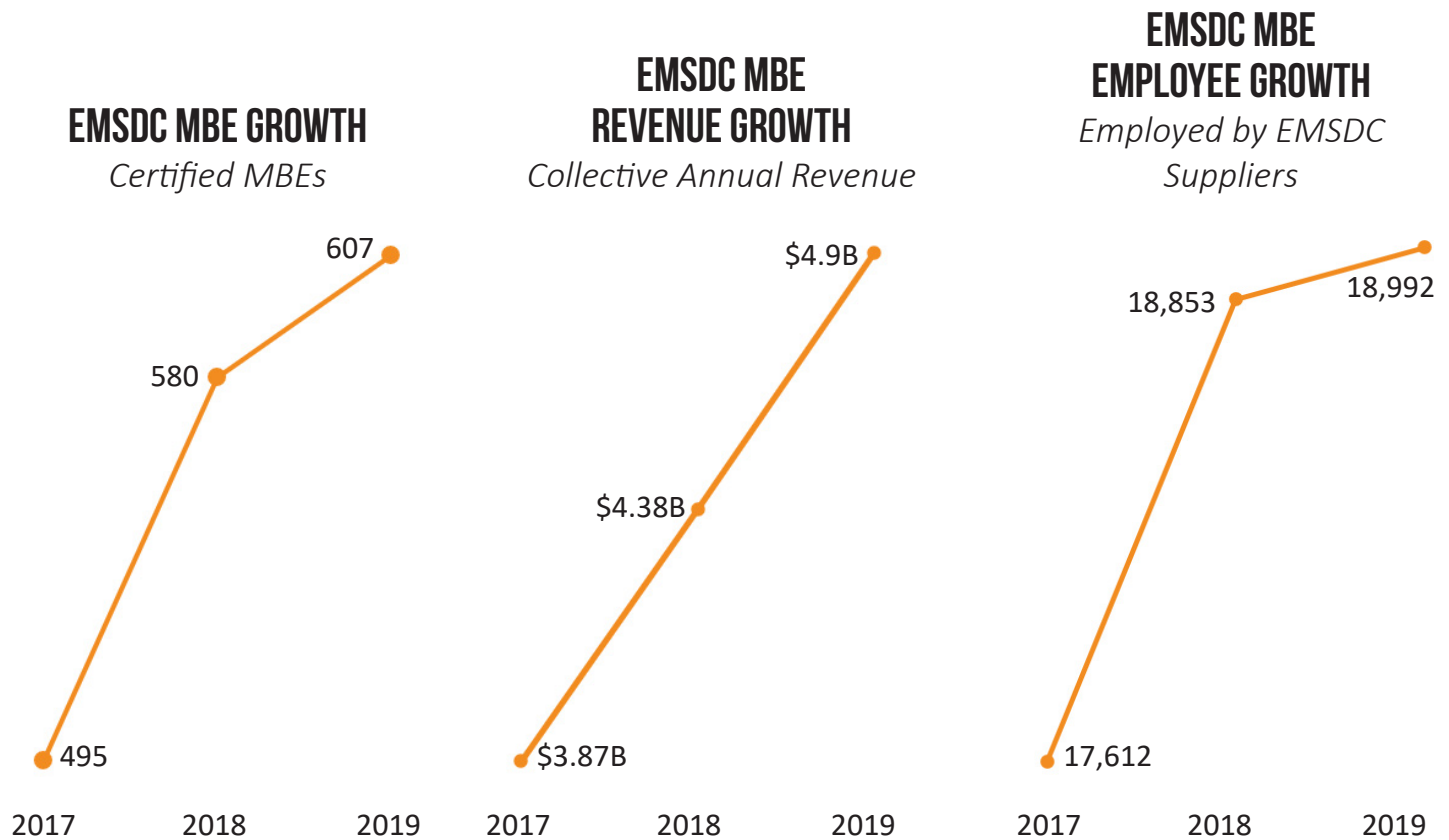
WAGES

The earnings in terms of wages and benefits of the people employed in the jobs supported through our purchasing.



DEVELOP

Assist and enable MBEs in expanding their strategic visions, capacity and services to meet the needs of the supply chain and marketplace.



“Leadership and learning are indispensable to each other.”
— John F. Kennedy

In the marketplace, our differentiator is “certification,” but our value proposition is the ability to create and implement dynamic educational programming which prepares minority owned businesses to navigate the corporate supply chain. Our educational efforts address the evolving needs of both Corporate and MBE members in our network – the specific pain points of both entities and how each can work most effectively and productively together.

Through collaboration, EMSDC is building relationships with economic development partners in the region, driving the agenda towards synergistic operation and programming that yields maximum benefit to our stakeholders. Throughout 2019, EMSDC sought new and innovative ways to enhance the growth and development of minority business enterprises. In partnership with corporate, government and resource partners in our network, we were able to deliver impactful programs to help businesses gain and maintain their competitive advantage.

GROWTH AND DEVELOPMENT SEMINARS AND COLLABORATIONS

Cybersecurity – Protecting Your Data

Gridiron Lessons for Navigating the Council

How to Get Your Business Ready for an Economic Downturn

How to Use Stories to Build Value and Close Larger Deals

Take Control of Your Supplier Onboarding Process

Goldman Sachs 10,000 Small Business Information Session

How to Do Business with Federal Home Loan Bank of Pittsburgh

Entrepreneurs Growth Networking Conference

Ideation Clarity through Creativity Session

Twinning Your Competition

360° Success Workshop Series

PECO Diverse Supplier Workshop

MED Week (Minority Enterprise Development) Week

‘Til Death Do You Tweet

Supply Chain Interconnectivity: A Layered Approach Dissected

The Mental Cost of Being the Boss

Pharmaceutical Industry Supplier Diversity Peer
Benchmarking and Ideation



CONNECT

Introduce and facilitate mutually beneficial business relationships between MBEs and corporate members.

EMSDC provides access to America's most influential corporations. At our annual Conference & Matchmakers and throughout the year, EMSDC facilitates opportunities for our MBEs to connect with corporate members. These direct connections are made possible through corporate roundtables, matchmakers and other events.

E-introductions and strategic sourcing also help us to zero in on connecting MBEs to build relationships and secure contracts.

Matchmakers: One-on-one matchmakers are all about helping to make important, mutually beneficial connections. Corporations gain access to and facetime with diverse suppliers across various industries, and MBEs get countless opportunities to learn, grow and potentially land major contracts.

Roundtables: This forum gives MBEs and corporate representatives the opportunity to meet in small groups to discuss supplier diversity initiatives. Suppliers gain insight on how to do business with the corporations, and corporate representatives have a chance to expand their footprint and connect with as many potential suppliers/vendors as possible.

"Those that say it can't be done are usually interrupted by others doing it" James Baldwin

- Atlantic City Electric/South Jersey Industries Diverse Supplier Diversity Summit
- American Water First Annual Supplier Diversity Summit
- PSEG Supplier Diversity Procurement Fair
- Bayer Marketing Matchmaker
- The Business Resource Summit
- C3 2019: Creating Opportunities, Connecting Resources, Contracting Diversity- Carnegie Mellon University
- SHARE Pittsburgh
- SHARE in Harrisburg
- ISM Doing Business with Highly Regulated Industries
- Doing Business with the PA Convention Center
- EQT 8th Annual Supplier Diversity Matchmaking Event
- The Lehigh Valley Meet the Buyers Expo
- Anchors for Growth and Equity Summit
- Live-Hotel Casino Pairing Event
- Northwest Economic Empowerment Business Summit
- Supplier Diversity Performance Workshop and Meet & Greet
- Atlantic City Electric & South Jersey Industries Diverse Supplier Opportunity Matchmaker
- MBEIC Meet & Greet

ADVOCATE

What is Advocacy?

Advocacy is the act of supporting, defending, or arguing for a specific cause or issue. The purpose of advocacy is to bring about change, whether that's accomplished through raising public awareness, increasing support, or influencing policy for a certain issue.

At EMSDC, advocacy is embodied in our mission, evidenced in our actions, and exemplified in our champions.

Photos, top to bottom: Vernice Lewis, PECO, an Exelon Company; Paul Douglas, The JPI Group; Dennis Garrett, Blue Lake Pacifica; Valarie Cofield, EMSDC and Robert James, Highmark Health



ROAR CONFERENCE HIGHLIGHTS

The 2019 ROAR (Return on All Relationships) Conference & Matchmaker, held in both Pittsburgh and Philadelphia, brings together diverse businesses and corporations for a full day conference experience, including subject matter experts, workshops, one-on-one matchmaking meetings, corporate roundtables, and endless networking opportunities.

2 CITIES



PITTSBURGH
MARCH 19
PHILADELPHIA
SEPTEMBER 17

**185
MBES**



**130
BUYERS**

**306
MATCHMAKERS**



CELEBRATING SUCCESS

The Stellar Awards and The Choice Awards salute the power of diversity and inclusion! These awards honor enterprising minority entrepreneurs who fuel the region's economy; leaders who are staunch advocates for diversity and inclusion; and corporations who value the innovative solutions diverse businesses bring to their supply chains. Corporate executives, business owners, and community leaders throughout Pennsylvania, southern New Jersey and Delaware celebrate with us, making these the ideal networking events for like-minded people.



March 19

Innovative Spirit Award
Dennis Garrett, Blue Lake- Pacifica Energy

MBE Partnership Award
Gene Waddy, DIVERSANT

MBE Forerunner Award
Blue Lake- Pacifica Energy

Corporate Leadership Cornerstone Award
EQT Corporation

Corporate Best Practice Award
EQT Corporation

Corporate Forerunner Award
Robert A. James, Highmark Health

Alexander Nichols Lifetime Achievement Award
Horace J. Britton, CDI Printing



November 22

Paving the Way Award
Comcast

Phoenix Award
AON

President's Award
Ron Baldwin, AmeriHealth Caritas

National Corporation of the Year
Comcast

Regional Corporation of the Year
AmeriHealth-Caritas

Class I Supplier of the Year
Semper Utilities, LLC

Class II Supplier of the Year
The JPI Group, LLC

Class III Supplier of the Year
Corporate Facilities of New Jersey

Class IV Supplier of the Year
Computer Enterprises, Inc.

Emmett T. Vaughn Corporate Advocate of the Year Award
Vernice Lewis, PECO, An Exelon Company

MBE Advocate of the Year Award
Paul Douglas, The JPI Group, LLC

James Brown Award
Bony Dawood, Dawood Engineering, Inc.

YOUTH ENTREPRENEUR SCHOLARSHIP GOLF INVITATIONAL

July 22 | Atlantic City Country Club, New Jersey

A round of golf has the ability to build lasting relationships in a few short hours, fund projects, build teams, break down barriers, and create an environment of deal-making, stress relief, and wellness.

Playing a round is good business! During the 4-5-hour round of golf at the Youth Entrepreneur Scholarship Golf Invitational, you get to know the other players well. During that time, you can get business leads and learn new reliable sources. Over the course of play, you learn about a person, not so much by what he or she says, but how they handle themselves on the course. Golfers bare their souls showing their genuine reactions to good shots, medium shots, and catastrophic shots. A golf round also offers a relaxed atmosphere for problem solving, team building, and deepening relationships.

The invitational also supports the mission of the Council to build and foster future business relationships. Proceeds continue to fund business scholarships for our minority business owners, as well as fund programs for youth through All Star Code, UNCF, and the Business Center's Youth Entrepreneur Camp.



2019 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Booker Farrior, Board Chair
Vanguard

Vernice Lewis, Vice Chair
PECO, An Exelon Company

George Erhgott, Secretary
Communications Test Design, Inc.

Tasha Y. Brown, Treasurer
Ernst & Young, LLP

Reshma Moorthy, MBEIC Chair
Frontier Technologies, Inc.

Valarie J. Cofield, President/CEO
Eastern Minority Supplier Development Council

MBEIC COMMITTEE

Joel Burstein, Western Pennsylvania Vice Chair
Keep It Simple Training & Development

Bony Dawood, Central Pennsylvania Vice Chair
Dawood Engineering

Paul Douglas, Member-At-Large
The JPI Group

David Groomes, Member-At-Large
U. S. Facilities

Srini "JD" Lokula, Southern New Jersey/
Delaware Vice Chair
Decision Distribution America, LLC

Maulik Shah, Secretary
Velocity Procurement

MEMBERS

Shelly Brown, Aon

L. Jay Burks, PhD, Comcast

Christine Camsuzou, PPG Industries

Luis Concepcion, DuPont

Joseph Emrich, Johnson Controls, Inc.

Will Holmes, GlaxoSmithKline

Troy Mathews, Johnson & Johnson

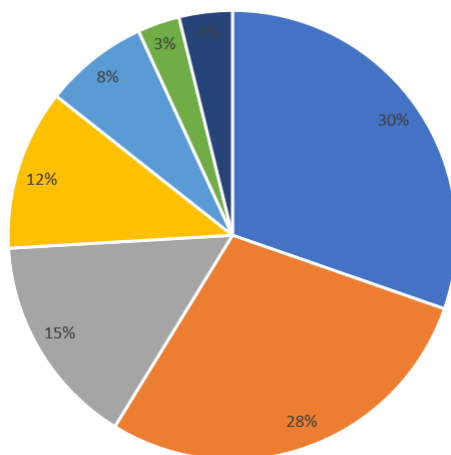
Erik Meader, Pfizer

Toni Silva-Jeter, UPMC

Douglas R. Smith, Verizon

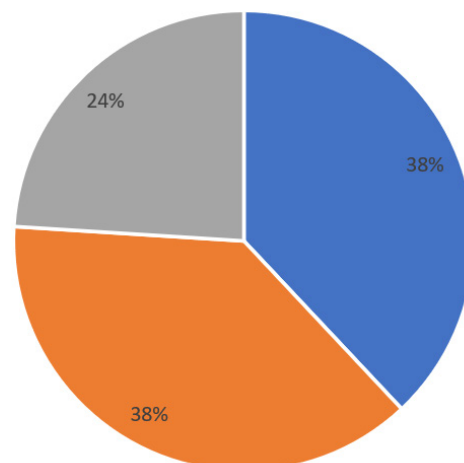
FUNDING SOURCES

■ Programs & Events ■ MBE Services ■ National Allocation
■ Local Membership ■ Contracts ■ Grants ■ Miscellaneous



EXPENDITURES

■ Programs/Events ■ General Administration ■ Fundraising



2019 CORPORATE MEMBERS

*National Member

Allegheny County Airport Authority
Allegheny County, Dept. of M/W/DBE
Allegheny Regional Asset District
Alxalta Coating Systems, LLC*
American Water Works Company, Inc.*
AmeriHealth Caritas Family of Companies
AmeriSource Bergen
Aramark*
Aqua America
A.T. Chadwick
ATOS
Automotive Rentals, Inc.*
Bayer Corporation*
BNY Mellon*
Campbell Soup Company*
Capital Region Water
Carnegie Mellon University
Chevron*
Citizens Bank*
City of Philadelphia
City of Pittsburgh
Comcast Corporation*
Communications Test Design, Inc.*
Community College of Allegheny County
Community College of Philadelphia
Covestro*
Crown Castle
Day & Zimmermann Group, Inc.
Delaware River Port Authority
Delaware River Waterfront Corporation
Dollar Bank
DuPont*
Duquesne Light
Endo Pharmaceuticals, Inc.
EQT Corporation*
Erie Insurance
Exelon Corporation
Federal Home Loan Bank of Pittsburgh
Federal Reserve Bank of Philadelphia
FEDEX*

Fenner Dunlop
FirstEnergy
Gateway Health
GlaxoSmithKline*
Henkel & McCoy*
Highmark Health*
Independence Blue Cross
Indiana University of Pennsylvania
Jefferson Health Systems
Lincoln Financial Group
MSA Safety, Inc.*
Novo Nordisk, Inc.*
P. J. Dick- Trumbull-Lindy Paving
PPG Industries*
Parx Casino- Greenwood Gaming & Entertainment
Pennoni & Associates
Pennsylvania Department of General Services
Pennsylvania Housing Finance Agency
Pfizer, Inc.*
Philadelphia Gas Works
Pittsburgh Board of Education
PNC Financial Services*
Public Service Enterprise Group (PSEG)
Quest Diagnostics, Inc.*
Rivers Casino
Shell*
Skanska*
The Children's Hospital of Philadelphia
The Pennsylvania State University
The Pittsburgh Steelers
Thomas Jefferson University
Turner Construction*
United States Steel Corporation
University Of Pittsburgh
University of Pittsburgh Medical Center (UPMC)*
Utility Line Services, Inc.
Vanguard
Volvo Road Machinery (Volvo Construction Equipment)
WESCO Distribution, Inc.
Westinghouse Electric Company LLC*

PHILADELPHIA

Rodin Place
2000 Hamilton Street
Suite 308
Philadelphia, PA 19130
215-569-1005

PITTSBURGH

322 North Shore Drive
Building 1B, Suite 200
Pittsburgh, PA 15212
412-391-4423

info@emsdc.org
www.EMSDC.org



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linkedin.com/in/emsdc



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