



**institute for
supply management**

Minority and Women's Business Development Group

Official Newsletter of ISM's Minority and Women's Business Development Group

Message from the Chair



With the holidays and a new year approaching, it is time for us to be thankful for all the good things that have occurred, not just to ourselves and our families, but our friends and colleagues. It is also a time to reflect on how much we have accomplished. So it is with MWBDG. The Board has done a lot this year and worked hard to create an organization to better serve the membership. We have, among other things, put together some interesting workshops and educational materials, a comprehensive strategic plan, a marketing plan, and have put many hours into the development of a group members' website. Congratulations to the Board and other volunteers who contributed to making these things happen.

We look forward to the coming year. There is still much required to make the MWBDG the strong and vibrant group we know it can be. We believe our new

website, www.mwbdg.com, will allow us to communicate more effectively and to ensure that you, the members, have ready access to all MWBDG services. We anticipate that it will be online by the end of November. We will be working toward more member involvement in the group. We encourage you step forward to serve on a committee and to submit articles for our newsletters. We encourage members to more actively participate in MWBDG programs, not just as attendees, but to share with other purchasing professionals your knowledge, experience, and expertise regarding supplier diversity.

I ask that, as you read this newsletter, you look for opportunities to get involved. If you have an idea to share, wish to join a committee, or want to help with an educational event, contact the Membership Chair, Brenda Fulmore, bfulmore@BBandT.com, and she will guide you to the right person or committee chair.

—Corina Gallegos

MWBDG Plans Business Champion Award

The MWBDG board of directors has created a new award to recognize a Sourcing and Supply Manager who promotes and incorporates supplier diversity into the global supply chain. This individual is one who embraces supplier diversity and provides opportunities for the inclusion of diverse suppliers. It should be a person who understands supplier diversity, shows leadership abilities, is knowledgeable, and who makes a considerable contribution to the furthering of supplier diversity within his/her organization. Integral to the selection of the individual is the employer's commitment to minority and women's business development.

Nominations for the first annual award, which will be presented during the 2007 ISM Annual Conference, are due on or before January 15, 2007. Nomination forms will be mailed to all MWBDG members in early December. Any questions should be directed to Brenda Fulmore, bfulmore@BBandT.com.

Vision Statement

Our vision is that all ISM members embrace the principles of minority and women's business development and incorporate them into their supply chain management strategies, practices, and processes.

Mission Statement

The mission of the ISM Minority and Women's Business Development Group is to educate, motivate, and provide leadership to ISM members in order to drive minority/women's business initiatives.

Board Of Directors

Chairperson

Corina E. Gallegos, Sandia National Laboratories
(505) 284-9012
cegalle@sandia.gov

Vice Chair

Patricia Richards, Shell
(713) 241-8925
patricia.richards@shell.com

Secretary

Gwendolyn Turner, Pfizer
(212) 733-2656
gwendolyn.turner@pfizer.com

Treasurer & Chair, Finance Committee

Randall Lane, American Express
(206) 239-0480
randall.l.lane@aexp.com

Immediate Past Chair

Betty Banks
(281) 358-8637
bbanks300az@aol.com

Chair—Education Committee

Valerie S. Nesbitt, C.P.M.
Delta Air Lines
(404) 677-1245
valerie.nesbitt@delta.com

Co-Chair—Education Committee

Rengen Li, The Coca-Cola Company
(404) 676-8806
reli@na.ko.com

Chair—Membership Committee

Chair—Awards & Recognitions Committee

Brenda Fulmore, A.P.P.
Branch Banking and Trust Co. (BB&T)
(800) 294-2911, option #8
bfulmore@BBandT.com

Member—Membership Committee

John Forcucci, BBN Technologies
(617) 873-3365
forcucci@bbn.com

Co-Chair—Affiliate Relations

Wendy Lamont Flagstad, IBM
(877) 202-9323
wendy.lamont@us.ibm.com

Co-Chair—Affiliate Relations

JoAnn Harper, Sprint Nextel
(913) 794-8877
joann.s.harper@mail.sprint.com

Chair—Leadership Committee

Joan Kerr, AT&T
(925) 824-5507
jk1692@att.com

Member—Leadership Committee

Steven Sims, NMSDC
(212) 944-2430 (NY ofc)
(202) 955-0036 (DC ofc)
ssims@nmsdcus.org

Chair, Communications Committee

Ginger Conrad, MBE magazine
(310) 540-9398
gconrad@mbemag.com

Did You Know?

ISM celebrates **Supply Management Month** every March, and also encourages members and affiliates to celebrate at the local level during March. They provide a poster in the member publication (tipped in to the February issue so that it's available to recipients during the entire month of March). They also provide a link to Supply Management Month planning materials, timelines and publicity ideas in the members-only area of the website, <http://www.ism.ws>.

When the National Association of Purchasing Management (NAPM) changed its name to Institute for Supply Management in 2002, the term "supply management" came into play to reflect the expanded role of the professional. So, when we were NAPM, we celebrated Purchasing Month. Since 2002, however, ISM has celebrated Supply Management Month.

Thanks to Jean McHale, ISM Public Relations Manager, for this update.

McDonald Award Nominations Due

This award is given in honor of the first chairman of the Minority and Women's Business Development Group, Charles J. McDonald, Jr. It is given to an ISM member for exemplary contributions in minority business development.

Criteria for receiving the award are that the recipient has demonstrated efforts to advance the minority and women's business community, is innovative in terms of increasing minority and women's business opportunities through mentoring, has demonstrated accomplishments in advising minority and women's business groups of opportunities within the overall business community, and has demonstrated accomplishments which exhibit the nominee's merit as an effective advocate for minority and women's business interests. Likewise, the nominee's employer must demonstrate commitment to the advancement of minority and women's business community interests.

Nomination forms will be mailed to all group members in early December, and are due on or before January 15, 2007. Any questions should be directed to Brenda Fulmore, chair, Awards and Recognitions Committee, bfulmore@BBandT.com.

Coca-Cola Diversifies Global IT Procurement

Because the Coca-Cola Company conducts business in over 200 countries, it follows that their procurement is global in nature. In response to those marketplace demands, strategic sourcing, outsourcing, and off-shoring not only occur on a



Chris Horace, director, Global IT Procurement, Coca-Cola Company.

daily basis, but also present challenges when bringing minority- and woman-owned companies into the supply chain. However, Coca-Cola's Global IT Procurement team has turned that challenge into a success story.

In the year 2000, the organization's IT diversity spend was less than 5 percent of its total IT procurement spend

in the U.S. Since 2002, that percentage has consistently been between 11 percent and 15 percent. And, from 2001 through the end of 2005, the total IT spend with minority and women's business enterprises (MWBES) was almost \$78 million. That was not an accidental accomplishment. It took commitment from the top. Strong support from Coca-Cola CIO, Jean Michel Ares, enabled Christopher Horace, director, Global IT Procurement, to lead his team in developing and implementing strategies that brought more MWBEs into the global IT organization. The plan had four key elements.

- In response to the need for off-shoring, a short list of off-shore service providers was developed; one that included two minority firms that had off-shore capabilities. In addition, the non-MWBE off-shore service providers were required to engage MWBEs at the second-tier level when providing on-shore or on-site services as part of the off-shore projects.

- All temporary labor in IT has been provided by minority- and woman-owned companies since 2003.

- Strategic sourcing necessitated the unbundling of some of the projects as well as proactive recruiting of MWBEs to provide niche IT consulting and project management services, with a total of five new MWBE IT suppliers added just this year.

- Furthermore, Horace has been proactively mentoring small and minority-owned IT companies, knowing that the long-term success of these firms is dependent on their capability as well as their capacity.

These efforts have been recognized by the Georgia

Minority Supplier Development Council. Over the past three years, Horace has received two IT Buyer of Year awards. And, two associates in the global IT business unit have received Buyer of the Year awards from the council. Horace was also nominated for the Georgia Women Business Council 2006 Buyer of the Year award.

2007 Supplier Diversity Events

February 20—NAPM-Central Pennsylvania, Inc. Minority Vendor Trade Show, 5:30 p.m.—8:30p.m. Comfort Inn on Centerville Road in Lancaster, Pennsylvania. For more information, contact Cynthia Keough at Astra Zeneca, (302) 885-9870; cynthia.keough@astrazeneca.com; or go to www.napm-cp.org.

March 1-31—Supply Management Month

March 7-9—4th Annual Black Executive Supply Management Summit, Nashville Marriott at Vanderbilt University, Nashville, Tennessee. For more information, contact ISM, (800) 888-6276 or go to www.ism.us.

May 4—Supplier Diversity Pre-Conference Seminar, Las Vegas, Nevada. Presented by the MWBDG education committee. **"How to Develop and Manage a Supplier Diversity Program."** Learn from world-class supplier diversity program experts with real-world experience. Attendees will learn how to develop, manage, and grow a minority and women's supplier program that contributes to corporate objectives.

May 5—Supplier Diversity Pre-Conference Seminar, Las Vegas, Nevada. Presented by the MWBDG education committee. **"Advanced Strategies in Supplier Diversity."** Learn from world-class supplier diversity program and supply chain experts how to advance supplier diversity at your company to the next level and achieve quantum results. Attendees will learn best practices and advanced strategies to manage supplier diversity within the context of complex and global supply chains.

May 6—MWBDG Annual Membership Meeting and Networking Reception, during the ISM Annual International Supply Management Conference, Bally's Hotel and Casino, Las Vegas, Nevada.

May 6-9—ISM's 92nd Annual International Supply Management Conference and Educational Exhibit, Bally's Hotel and Casino, Las Vegas, Nevada.

May 7—Supplier Diversity Workshop, 10:40-11:40 a.m., Session CE, during the ISM Annual International Supply Management Conference. **"Wake up Your Supplier Diversity Program—How to Develop an Effective Supplier Diversity Process,"** presented by Clark Terrill, The Advantage Company. Sponsored by MWBDG.

Gulf Coast Area Buyer of the Year

Roland Tink, procurement manager at Shell Pipeline Company, received the Buyer of the Year Award from the Louisiana Minority Business Council (LAMBC) during a dinner gala held recently in New Orleans. Award finalists included procurement professionals from large corporations operating in the Gulf Coast area.



Roland Tink, Shell Pipeline procurement manager, and **Phala K. Mire**, president, LAMBC.

Each year, the minority business community selects an individual who they feel best influences/buys/utilizes products and services from minority business enterprises (MBEs). The LAMBC is one of 39 affiliates of the National Minority Supplier Development Council, and it provides a direct link between corporations and minority business enterprises in the state of Louisiana. Annually, LAMBC reports direct spend in excess of \$490 million by its corporate members with MBE firms.

Annually, LAMBC reports direct spend in excess of \$490 million by its corporate members with MBE firms.

Speakers Available

MWBDG board members are available to speak at affiliate meetings on all aspects of supplier diversity.

Contact

Valerie Nesbitt,
valerie.nesbitt@delta.com

Newsletter Items

Please send news releases to

Ginger Conrad at:
gconrad@mbemag.com

ISM/MWBDG

3528 Torrance Blvd., Suite 101
Torrance, CA 90503