



**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



My first year as Board Chair for MWBDG has been an exciting and very productive one. It has been my good fortune to have a very strong, hard-working board. We have, together, accomplished a lot since the last ISM conference.

A major accomplishment was the development and installation of the MWBDG website. If you haven't visited the site, I invite you to go to [www.mwbdg.com](http://www.mwbdg.com) and see what is available. I wish to thank Board members Ginger Conrad and Rengen Li for their hard work in editing and finalizing this project; and in particular, I also want to extend a big thank you to Parker Kapp, a former board member, and Ralph Loggenberg of Digital Crayons in Durban, South Africa, for their many hours in creating the concept, design and layout as well as their technical assistance in producing the website.

We also updated and distributed a revised Membership Handbook, which should have plenty of information to guide members and

prospective members in working with MWBDG. Copies were mailed to all currently registered group members and will be sent to all new group members when they join. If you haven't received your copy, we invite you to pick one up at one of the MWBDG events at the ISM conference, or send a note to Melanie DePalma at ISM headquarters: [mdepalma@ism.ws](mailto:mdepalma@ism.ws).

The MWBDG undertook a major challenge in applying for the ISM Groups and Forums Excellence Award. This was an excellent exercise for our group because it required looking at all of our processes and plans to ensure that they were as effective as possible. We identified a number of improvements in our operation that will surely help us more effectively serve our membership.

Speaking of the ISM conference, we look forward to seeing all our MWBDG members and guests in Las Vegas. We'll have our annual MWBDG membership meeting and networking reception on Sunday evening. We'll also have a booth at the ISM Groups and Forums networking session. MWBDG will also be presenting the McDonald award at the conference luncheon on Monday, May 7. And on Tuesday, May 8, we invite you to join us at the awards dinner to see if we win the ISM Groups and Forums Excellence Award.

—Corina Gallegos

## Building Relationships

MWBDG board member Valerie Nesbitt, Delta Air Lines, arranged for Delta supply chain members to work on a Habitat for Humanity project with minority and women



business owners from the Georgia Minority Supplier Development Council and the Georgia Women's Business Council.

This effort took place in 2006, but was a different and unique opportunity for suppliers to network with Delta buyers. As Nesbitt said, it allowed them to do it with a paint brush instead of a chicken dinner. It's never too late to pass on a good idea.

## Board Of Directors

### Chairperson

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

### Vice Chair

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

### Secretary

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

### Treasurer & Chair, Finance Committee

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

### Immediate Past Chair

Betty Banks  
(281) 358-8637  
[bbanks300az@aol.com](mailto:bbanks300az@aol.com)

### Chair—Education Committee

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

### Chair—Membership Committee

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

### Member—Membership Committee

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

### Chair—Awards & Recognition Committee

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

### Chair—Affiliate Relations

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

### Chair—Leadership Committee

Joan Kerr, AT&T  
(925) 824-5507  
[jtk1692@att.com](mailto:jtk1692@att.com)

### Member—Leadership Committee

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

### Member—Leadership Committee

Marilyn King, Alcon Laboratories, Inc.  
(817) 615-2484  
[marilyn.king@alconlabs.com](mailto:marilyn.king@alconlabs.com)

### Chair, Communications Committee

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

## ISM-NAPM Houston Dinner Features Supplier Diversity Panel

On February 13, 2007, the NAPM Houston put a spotlight on supplier diversity, including a pre-meeting session for buyers and a dinner program panel of corporate representatives who



presented the business case for supplier diversity inclusion in procurement processes and addressed challenges and opportunities in the supply chain. Laurie Oberhoff, NAPM Chapter vice-president, cited the dinner program as one of their most successful, with standing room only.

Richard Huebner, president of the Houston Minority Business Council, served as moderator, setting the stage for the discussion and directing questions from the audience. Panelists included Eduardo Nunez, general manager, procurement global operations for ExxonMobil Global Services Company; Jewel Smith, supplier diversity manager, Center Point Energy; Katrina Manning, staff vice president, purchasing & material services, Continental Airlines; and Rick Mahon, procurement manager, Shell Oil Company. Panelists addressed the value of supplier inclusion from their perspective. During the Q&A segment of the program, the audience set a lively pace with the questions posed to the panel. It was clear that the buying community had a great deal of interest in the topic.

ISM and NAPM affiliates play a critical role in increasing awareness and influencing supply chain practices for supplier inclusion at the regional level. The driving force behind this successful event was Phyllis Graham of Continental Airlines, chair of the Supplier Diversity Group for the local NAPM. Members of the group include: Steve Dukes, Center Point Energy; Carol Montgomery, Continental Airlines; Rose Berberian, Continental Airlines; Teena Bell, Halliburton; and Suzanne Brown, Continental Airlines. Huebner tapped into the network of supplier diversity professionals within the Houston Minority Business Council to field the panel of subject matter experts.

The committee created and distributed a special chart to illustrate how M/WBEs can be integrated at all stages of the procurement process. It is posted on the NAPM Houston website at [www.napmhou.org](http://www.napmhou.org).

## Book Review

When MWBDG board member Steven Sims urged everyone on the board to read this book about preparing proactively for the inevitable, it seemed appropriate to share his comments with the entire group. Sims is vice president of program and field operations for the National Minority Supplier Development Council.

“The World is Flat” by Thomas L. Friedman ranks as one of my favorite reading experiences of 2006.

Friedman, of the New York Times, provided what was to me a convincing argument that the economic and business world has truly and fundamentally changed. The voyage by Columbus in 1492 convinced reasonable people that the physical world had no edge, but was circular in its dimensions. Friedman, in his presentation of numerous technological and economic changes, provides solid evidence that physical borders and economic barriers/impediments will be blurred to the point that the playing field is no longer confined or constricted by geography, thus making/creating new economic, contracting, and business opportunities. His style of writing is engaging, but the amount of data and observations imparted might require a “slow go” in order to digest this sumptuous meal of enlightening information.

Telecommuting, new logistical arrangements, and supply chain evolutions are just a few changes that have promoted new business models, which have in turn nurtured new outposts for capitalism, economic development, and new markets around the globe. These paradigm shifts are coupled with a feverish embracing of outsourcing, offshore contracting, and multi-dimensional market penetration, which means change is constant and “learning to earn” will be critical.

One example of the adaptation to new customer demands is demonstrated by UPS. The book tells how the new UPS service model calls for internal integration of UPS *within* their customers’ offices (insourcing). This sourcing of mail and package delivery information to UPS is based on a proven track record and has improved the competitive positioning of the customer, as well as delivered an increased market share for UPS. The traditional boundary of a supplier’s operating outside the customer’s location has been transformed—no,

stood on its head—and has resulted in significant integration of UPS into the performance process throughout their customers’ operations.

Friedman writes about the impact of business on conflict, with a narration of an IBM contract that reflected cross-border cooperation and dependence between India and Pakistan. A move toward military conflict would have meant losses of millions of dollars for both countries. Not only was war averted, but the resolution resulted in programs like the recent Sikh Council on Religion and Education’s sponsorship of a panel discussion on “Cooperation of the Two Punjabs—New Models of South Asian Cooperation and Peace Building.”

The terminology referenced by Friedman is no different from the private language of doctors, or economists, or even lawyers as they seek to mystify their professions with words connected to insider knowledge. Many of us have heard of outsourcing, supply chains, and on-time delivery, but other terms like open sourcing, insourcing and in-forming are shared and explained with clear examples as well as some projections on their future

importance in a evolutionary economic environment. Business communities all over the world will now better understand the opportunities and challenges of operating in a global marketplace where timely delivery, costs, and reliability are driving people into and out of business at a whole new pace

I recently returned from a trip to South America during which an American minority-owned business successfully began the process of partnering with a local businessman and a national power broker to create a company to serve a burgeoning market not yet tapped by any of the multi-national companies in the same line of work. They will spend the next nine months responding to the new realities articulated by Thomas Friedman in writing about new and diverse working relationships and opportunities for those companies bold enough to embrace the cross-border business ventures. Language, physical boundaries, culture, costs, and fear will be overcome because it is the nature of entrepreneurs to remain relevant and viable in any economy. Those who take the time to read this book, and/or the updated version, are likely to still be around to wrestle with future market changes.

Will you?



Steven Sims

## St. Louis Corporation of the Year

For the third consecutive year, Monsanto was named Corporation of the Year by the St. Louis Minority Business Council (SLMBC). The award recognizes Monsanto for its demonstrated commit-



Monsanto executives at the awards ceremony are (left to right): Toni Brown, supplier diversity program manager; Robert Crumpton, global diversity lead; and Gina Sanfilippo, external relations lead.

ment to supplier diversity as evidenced by active programs and opportunities. The annual SLMBC Excellence Awards program is designed to applaud minority-owned companies that have distinguished

themselves in the business community and to recognize corporations that have demonstrated a high level of commitment in utilizing and developing minority businesses. The corporations nominated by minority-owned businesses must demonstrate that they are true leaders within their industry and community. The SLMBC is one of the 39 affiliates of the National Minority Supplier Development Council, which provides a direct link between corporations and minority business enterprises.

In May 2006, Monsanto added a full-time supplier diversity manager, Toni Brown. Brown led the effort to create an office of supplier diversity, strengthened the partnership between procurement and the office of supplier diversity through a supplier diversity advisory council, and developed and implemented a business development process for minority-owned and woman-owned businesses that includes an on-site workshop. The first workshop was held in November 2006 and included presenters from the office of supplier diversity, procurement, and safety.

Brown is a member of ISM's Minority and Women's Business Development Group.

ISM/MWBBDG

3528 Torrance Blvd., Suite 101  
Torrance, CA 90503