

NCMSDC in Hawaii



President Scott Vowels with NCMSDC Certified MBEs at "Pau Hana B2B"

In April 2010, the Northern California Minority Supplier Development Council (NCMSDC) returned to Hawaii as part of our initiative to connect Corporate America with local businesses, spread awareness about minority certification, and help ensure that business opportunities stay in Hawaii. With the support of Johnson Controls, Inc., The Walt Disney Company, and Wyndham Worldwide, as well as the advocacy of ING Direct Café, Honolulu MBDC, Clean Light Green Light Hawaii, AT&T, and Kaiser Permanente, NCMSDC's educational seminars were highly successful and filled to capacity with both certified Minority Business Enterprises (MBEs) and local businesses interested in corporate opportunities and the potential benefits of certification.

Johnson Controls, Inc. was the headline sponsor for "Pau Hana B2B," a MBE-to-MBE Spend event based on President Scott Vowels's "All Money is Green" model, which is designed to channel the purchasing cash flow from MBE to MBE, corporation to MBE, and MBE to corporation. This ensures that MBEs will continue to develop the connections to capitalize on previously-untapped revenue streams and also explore alternate sources of revenue beyond corporations, strategies that will help local businesses weather today's challenging economy. Johnson Controls, Inc. is one of over 120 corporations that currently support the Council and champion the use of minority-owned businesses as suppliers. In his presentation at our August 2009 "How to Navigate Corporate America," Lorenzo A. Bell, Manager, Diversity Business Development, Johnson Controls, Inc., explained that including MBEs in the procurement chain isn't just good corporate citizenship-it's good business. MBEs are typically smaller, more

agile, and cost efficient, and they will respond to requests with a speed that many larger companies can't equal. However, when asked what tip he has to share with local MBEs in 2010, Mr. Bell said, "The most important step is they become certified by NCMSDC ASAP." In support of certification and local business, Mr. Bell asked NCMSDC to present key information at our April event series on behalf of Johnson Controls, Inc., including a list of "What's Hot" in purchasing as well as an overview of Johnson Controls, Inc.'s supplier diversity structure.



The Walt Disney Company was the headline sponsor for the "How to Navigate Corporate America" seminar, which was designed to provide attendees with inside tips and tricks on doing business with mainland corporations, leveraging certification, and gaining access to local opportunities from corporate members like The Walt Disney Company, Johnson Controls, Inc., and Wyndham Worldwide. DeLynne Ano, Director, Supplier Diversity & Sustainability, The Walt Disney Company, asked NCMSDC to share Disney's supplier diversity sourcing process with attendees, as well as communicate their need for minority suppliers in a variety of industries. Their list of products and services to be procured in 2010 included industries of great interest to many local businesses. Additionally another advocate of Hawaii minority businesses and a speaker in our August 2009 events, Eric Penningroth, Wyndham Vacation Resorts, District Vice President Operations, Hawaii Region, Wyndham Worldwide, also requested that NCMSDC present their potential upcoming opportunities as well as tips on how to do business in Hawaii with Wyndham Worldwide.



Since NCMSDC's Hawaii initiative was launched in August 2009, the Council has made several strategic changes based on feedback from local Minority Business Enterprises (MBEs) and organizations, including:

√ **Clarified Our Hawaii Message**

- Hawaii outreach called "Hawaii Minority Supplier Certification, a regional chapter of the Northern California Minority Supplier Development Council"

√ **Established New Touch Points through Technology**

- Domain: <http://www.hawaiimsc.org/>
- Email: info@hawaiimsc.org
- Phone: 808-772-2159

√ **Formed Strategic Partnerships**

- Chamber of Commerce of Hawaii, Native Hawaiian Chamber of Commerce, Honolulu Minority Business Enterprise Center, the Native Hawaiian Organizations Association, the Lieutenant Governor's office, the SBA, Women's Business Center, Department of Transportation, and more

√ **Launched Campaign to Raise Visibility**

- *Pacific Business News* front page feature, "Minority -owned Hawaii Businesses Find an Edge" (April 16, 2010) - [click here](#) to read

- Chamber of Commerce of Hawaii newsletter, Member Spotlight (April 16, 2010): [click here](#) to read
- *The Hawaii Independent*, "Local Small Businesses Sought for Hawaii Minority Supplier Certification" (April 26, 2010) - [click here](#) to read
- Outreach to local businesses, Chamber members, strategic alliance partners, the Better Business Bureau of Hawaii, the Department of Defense Western Regional Council for the Education and Advocacy of Small Businesses, and corporate suppliers
- Events advertised in *Midweek*

Hawaii Minority Supplier Certification is a regional chapter of the Northern California Minority Supplier Development Council (NCMSDC), a 501(c)3 non-profit that provides MBEs in Hawaii and Northern California with nationally-recognized NCMSDC certification and connects corporate members with certified minority suppliers. For more information, please visit us online at www.hawaiimsc.org.