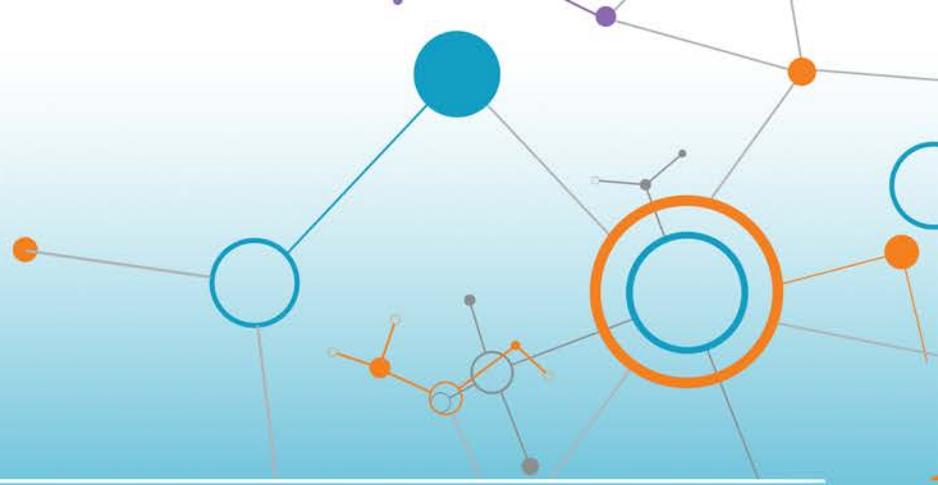




NMSDC

National Minority Supplier
Development Council



CERTIFY > DEVELOP > CONNECT > ADVOCATE

The Blueprint for Corporate and Minority Business Success



2014 CONFERENCE + BUSINESS OPPORTUNITY FAIR

NOV. 2-5 | ORLANDO, FL



You Are Invited



Keith Wandell
Chairman
National Minority Supplier
Development Council, Inc.

Chairman, President and
Chief Executive Officer
Harley-Davidson, Inc.



Joset Wright-Lacy
President
National Minority Supplier
Development Council, Inc.



Robert A. Iger
Corporate Conference Co-Chairperson

Chairman and Chief Executive Officer
The Walt Disney Company



David Hernandez
MBE Conference Co-Chairperson

Chief Executive Officer
Liberty Power Corporation

It is our pleasure to invite you to join your peers, colleagues and business partners in Orlando, Florida, November 2 - 5, for the 2014 National Minority Supplier Development Council Conference and Business Opportunity Fair at the Orange County Convention Center.

The only event of its kind, the NMSDC conference offers the best of meetings, special events, minority business and supplier diversity's most senior corporate influencers. This year's conference program, coupled with the Business Opportunity Fair, is an event you can't afford to miss.

NMSDC and the local Host Committee, co-chaired by David Hernandez, chief executive officer, Liberty Power Corporation, has planned an exciting program centered around the theme "Certify. Develop. Connect. Advocate—The Blueprint for Corporate and Minority Business Success."

We hope that you will be among the more than 6,000 procurement executives, supplier diversity professionals, Asian, Black, Hispanic and Native American business owners, government officials and other special guests from the U.S and abroad who will attend NMSDC's biggest event of the year.

This year's Conference will deliver the most up-to-date information on minority supplier development. Speakers at plenary sessions and workshops will share the latest information on successful approaches and strategies for global competition. Personalize your learning experience by choosing from 20 workshops and other targeted sessions; visiting more than 700 exhibit booths at the Business Opportunity Fair; and making time to network, network, network!

Visit NMSDCConference.com and register for the conference by September 10 to take advantage of substantial savings on registration fees. Please share this opportunity with others in your organization who might benefit from attending the premier forum on minority supplier development. Make the most of all this event has to offer. Finalize your plans and register today!

On behalf of the NMSDC Network, we thank you for your continued support and look forward to seeing you in Orlando.





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Mission

The National Minority Supplier Development Council is the global leader in advancing business opportunities for certified Asian, Black, Hispanic and Native American business enterprises and connecting them to corporate members. One of the country's leading corporate membership organizations, NMSDC was chartered in 1972 to advocate for increased procurement and business opportunities for minority businesses of all sizes.

Leadership

Keith E. Wandell, chairman, president and chief executive officer of Harley-Davidson, Inc., is the chairman of NMSDC's Board of Directors.

Joset Wright-Lacy, an attorney and former procurement executive, is the president of NMSDC.

National Network

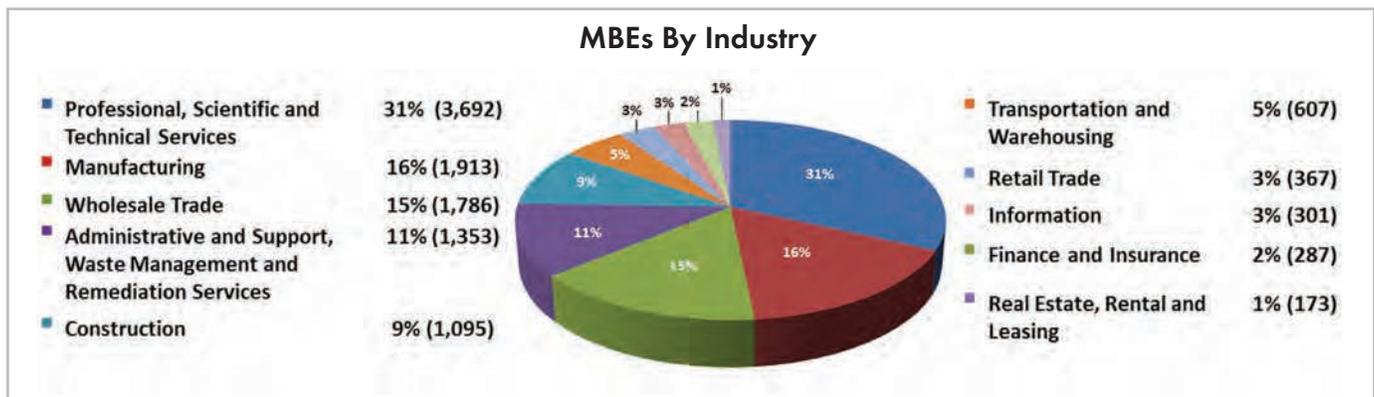
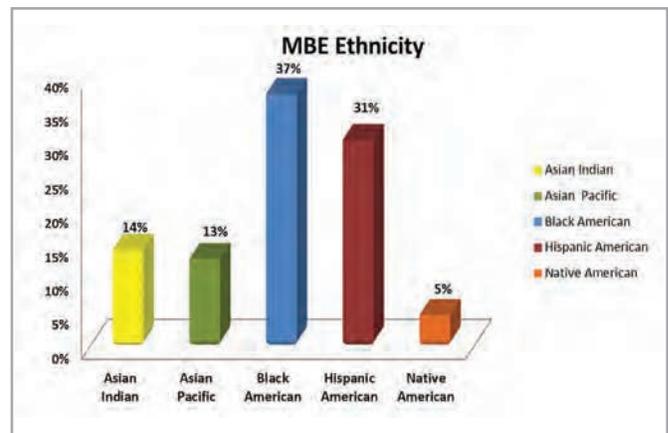
The NMSDC Network includes a national office in New York City and 24 affiliate regional councils across the country. There are 1,750 corporate members throughout the network, including America's top publicly-owned, privately-owned and foreign-owned companies, as well as universities, hospitals and other major purchasing institutions. The regional councils certify and match more than 12,000 Asian, Black, Hispanic and Native American-owned businesses with member corporations that want to purchase their products, services and solutions.

Purchasing Activity

In 2012, NMSDC member corporations purchased more than \$100 billion in products, services and solutions from NMSDC-certified minority business enterprises (MBEs). This was accomplished not by lowering corporate purchasing standards—in fact, these standards have grown more rigorous in recent years—but by sourcing qualified firms and giving them business on a competitive basis.

Our Certified MBEs

NMSDC has more than 12,000 certified MBEs, with 73 percent of the firms owned by males and 27 percent owned by females. Our MBEs represent a broad range of industries in support of the global corporate supply chain. Here's a quick snapshot.



Programs And Services



NMSDC affiliate regional councils **certify** Asian, Black, Hispanic and Native American-owned business enterprises after screening, interviews and site visits.

PRISM® is the platform for NMSDC's new national database of more than 12,000 certified minority suppliers.

NMSDC provides **referrals** to corporate buyers of minority suppliers capable of providing quality products, services and solutions.

Corporate Plus® is a membership program for minority businesses with proven capability to execute national contracts.

Centers of Excellence is a program to enhance successful business relationships between corporations and MBEs by strengthening corporate minority supplier development processes.

The **Business Consortium Fund (BCF)** provides working capital loans and access to specialized financing to NMSDC-certified minority businesses with supplier/vendor relationships with NMSDC national and regional corporate members.

The **Growth Initiative** creates a certification category for minority-controlled firms that allows NMSDC-certified MBEs to retain minority status and control while accepting equity capital from institutional investors.

Advanced Management Education Program is a four-day customized executive education offering at Northwestern University's Kellogg School of Management with highly intensive training and technical assistance for CEOs of minority-owned firms.

Minority Business Executive Program (MBEP) is a one-week intensive course offered in partnership with the University of Washington's Foster School of Business. The course features an interactive curriculum focused on finance and accounting; human resource management; leadership; marketing and brand strategy; and relationship strategic thinking.

Business Opportunity Fairs are a platform for minority suppliers to present their company's products, services and solutions to hundreds of prospective buyers in one location.

Learning Programs are available to national and regional corporate members for continuing education in support of minority supplier development.

The **NMSDC Advocacy Center** disseminates publications and vital information pertinent to the changing landscape of minority supplier development.

Networking opportunities that allow suppliers to engage directly with appropriate purchasing agents.

The **Global-Link** International Program guides development of a **worldwide network** of non-governmental organizations that provide linkages between historically-excluded businesses and corporate buyers abroad. NMSDC international partners are located in Australia, Canada, China, South Africa and the United Kingdom.

Awards and special recognition for exemplary leadership among corporate members, MBEs and affiliate regional councils are presented at the NMSDC Leadership Awards in May and at the Conference and Business Opportunity Fair in the fall.



Certify. Develop. Connect. Advocate. The Blueprint for Corporate and Minority Business Success

A Dozen Benefits of Attending the 2014 NMSDC Conference and Business Opportunity Fair

- BREAKTHROUGH IDEAS!** Experience hundreds of the best ideas in minority supplier development and selling to the corporate market.
- ACCESS TO SUCCESS!** Meeting well-connected people is the most valuable aspect of the conference. Interact with hundreds of industry executives and minority business owners...professionals like yourself.
- INFORMATION-PACKED SESSIONS!** Choose from more than 20 powerful workshops, plenary sessions and seminars on the most current issues, pivotal industry topics and trends.
- NETWORK FOR BIGGER OPPORTUNITIES!** Build your business or improve your corporate purchasing activity by meeting with the people you need to know to get your job done.
- GET INFORMED!** Learn from the best thought leaders offering creative solutions to everyday situations. This unique event keeps your organization competitive.
- CONDUCT BIG BUSINESS: PARTICIPATE IN THE TRADE SHOW!** The alternative—spend the entire year trying to catch up. As an exhibitor or walk-through participant, the tradeshow featuring more than 700 booths is designed just for you. Make contact with companies showcasing the most innovative products, technologies, services and solutions. There is no substitute for face-to-face contact with a prospective client or customer.
- ATTEND SPECIAL EVENTS: NETWORK FROM DAWN TO DUSK!** Take a break to rejuvenate and connect with your colleagues at multiple networking opportunities. The NMSDC Awards Banquet and receptions are highlights of the conference. NMSDC Conference events are networking forums as well as opportunities to conduct business.



Strengthen your business relationships at the receptions and meal functions. Circulate among your peers throughout the four-day conference.

- GET THE BEST BUSINESS VALUE FOR YOUR \$\$\$!** The full conference registration fee includes NMSDC Conference materials, all program sessions, meal functions, Business Opportunity Fair and special events. There is no additional charge to attend any official NMSDC Conference function!
- EARN CPSM, CPSD™, C.P.M. AND A.P.P. CREDIT!** Attend the NMSDC Conference and earn continuing education hours that may be applied toward Institute for Supply Management (ISM) CPSM, CPSD™ and C.P.M. recertification and/or A.P.P. reaccreditation program requirements.
- CUTTING-EDGE LEADERSHIP DEVELOPMENT SERIES AND DISCUSSIONS!** Gain new information and talk with your peers about the challenges they face at these powerful learning sessions. Meet people with similar interests, share your experiences and brainstorm for new solutions.
- MAKE CONTACTS!** Extend your networking capabilities by scheduling appointments with procurement representatives or MBEs during your free time. Come prepared to do business.
- RECHARGE!** Attend the nation's premier forum on minority supplier development and return to your workplace bursting with new ideas and enthusiasm.



General Information



Sponsorship Opportunities

To learn more about sponsorship opportunities for the NMSDC Conference and Business Opportunity Fair, please contact Maureen.Simonette@NMSDC.org, 212-944-2430, ext. 118.

Be an Advertiser

If you would like to advertise in the Conference Journal, the official conference program booklet, please contact Nicole.Hambric@NMSDC.org or 212-944-2430, ext. 138.

Entertainment and Hospitality Suites

NMSDC requests that there be no conflict between individual or company entertainment or other activity and the hours of any official conference program session or activity.

We ask that hospitality suites remain closed during any period when conference program activities are in progress.

Responsible Drinking Policy

All NMSDC-sponsored receptions offer non-alcoholic beer and soft drinks, in addition to alcoholic beverages. No alcohol will be served to anyone under the age of 21.

The NMSDC Conference Online

Please visit www.NMSDCConference.com to register, make hotel accommodations and get the most up-to-date conference information.

Cancellation And Refund Policy

All cancellations are subject to a \$100 processing fee. Requests for cancellations must be made in writing to NMSDC

and postmarked by September 30, 2014, for registrants to receive a refund. No refunds will be made for cancellations postmarked after September 30, 2014, or for no-shows.

Consent to Use of Photographic Images

Registration and attendance at, or participation in, NMSDC meetings and other activities constitutes an agreement by the registrant to NMSDC's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, video, electronic reproductions and audiotapes of such events and activities.

For more information, call 212-944-2430 or visit www.NMSDCConference.com



Conference-at-a-Glance

Friday, October 31

Exhibitor Set-Up
9 a.m. - 4 p.m.



Saturday, November 1

Exhibitor Set-Up
9 a.m. - 4 p.m.

NMSDC Committee Meetings

Registration
Noon - 5 p.m.

Sunday, November 2

Exhibitor Set-Up
9 a.m. - 4 p.m.

NMSDC Committee Meetings

Registration
9 a.m. - 5 p.m.

Welcome To Orlando Reception
7 - 10 p.m.

Monday, November 3

Registration
6:30 a.m. - 5 p.m.

Power Breakfast
7:30 - 8:45 a.m.

Ribbon-Cutting Ceremony
9 a.m.

Business Opportunity Fair
9 a.m. - 12:15 p.m.

Luncheon
12:30 - 1:45 p.m.

Business Opportunity Fair
2 - 6 p.m.

Rock 'N' Business Reception
8 - 11 p.m.

Tuesday, November 4

Registration
7 a.m. - 3 p.m.

Networking Continental Breakfast
7:30 - 8:45 a.m.

Chief Purchasing Officers'
Plenary Session
9 - 10 a.m.

Concurrent Workshops
10:15 - 11:15 a.m.
and
11:30 a.m. - 12:30 p.m.

Luncheon
12:45 - 2 p.m.

2:15 - 4:15 p.m.

Leadership Development Series

- Minority Business Owners
- NMSDC Council Presidents
- Buying Organizations/Supplier Diversity Professionals

Wednesday, November 5

Registration
7 a.m. - 1 p.m.

Networking Continental Breakfast
7:30 - 8:45 a.m.

Top Corporate Executives'
Plenary Session
9 - 10 a.m.

Concurrent Workshops
10:15 - 11:15 a.m.
and
11:30 a.m. - 12:30 p.m.

Luncheon
12:45 - 2 p.m.

NMSDC National Corporate
Members' Meeting
2:15 - 3:15 p.m.

NMSDC Board Of Directors'
Meeting
3:30 - 4:30 p.m.

Awards Banquet Reception
Hilton Orlando
6 - 7 p.m.

Awards Banquet
Hilton Orlando
7 - 9:30 p.m.

Farewell Reception
Hilton Orlando
10 p.m. - Midnight

Schedule subject to change



Evening Events



Welcome to Orlando Reception

Sunday, November 2

7 to 10 p.m.

Co-Sponsors:



The 2014 NMSDC Conference and Business Opportunity Fair kicks off with a magical welcome at Epcot® World Showcase. The Welcome to Orlando Reception is a great time to reconnect with familiar colleagues and to meet new business associates. Enjoy delectable food and drink, lively music and dancing, and engaging conversation. This spectacular opening event is made complete with IllumiNations: Reflections of Earth – a stunning fireworks display over the World Showcase Lagoon. *Business casual attire is recommended.*

Rock 'N' Business Reception

Monday, November 3

8 to 11 p.m.

Co-Sponsors:



If music is a universal language, you won't be at a loss for words at the Rock 'N' Business Reception at Hard Rock Orlando. Start in the Hard Rock Cafe, which boasts an extensive collection of memorabilia from a diverse mix of rock and roll legends. While there, mix and mingle with fellow Conference attendees in a variety of networking lounge spaces, and in-

dulge in luscious fare and libations. Then, slide over to Hard Rock Live, where you can sit back and listen to live musical entertainment or dance the night away. Rock on! *Business casual attire is recommended.*

Additional sponsorships are available for this event. Contact Maureen.Simonette@NMSDC.org for details.

Awards Banquet

Wednesday, November 5

6 p.m. to Midnight

Co-Sponsors:



The Awards Banquet Reception, Awards Banquet and Farewell Reception provide an exciting finale for the week's activities. Awards for Corporation of the Year, Corporate Innovation, Corporate Excellence in Access to Capital, as well as Supplier, Minority Supplier Development Leader and Regional Council of the Year will be presented. *The attire is black tie.*

Additional sponsorships available for this event. Contact Maureen.Simonette@NMSDC.org for details.

Immediately following the Awards Banquet, we'll bid farewell to Orlando and get ready to set sail for sunny San Diego, California, the host city for the NMSDC Conference and Business Opportunity Fair in October 2015.

The Awards Banquet Reception, Awards Banquet and Farewell Reception will be held at the Hilton Orlando.



Business Opportunity Fair

Business Opportunity Fair Sponsored by:



ciena

The Coca-Cola Company

HONDA
The Power of Dreams

Raytheon

TOYOTA

Business Opportunity Fair Lounges Sponsored by:



Walgreens

Build relationships as you connect with the hundreds of corporate and minority exhibitors at the 2014 NMSDC Business Opportunity Fair on Monday, November 3, at the Orange County Convention Center.

The largest national procurement event of its kind, this one-day event features nearly 500 exhibitors who showcase their innovative products, services and solutions and is attended by hundreds of key procurement executives and top Asian, Black, Hispanic and Native American suppliers. More than 700 booths are available for exhibitors in all product and service areas.

The Fair allows minority suppliers to cluster numerous visits with dozens of Fortune 500 companies and other buying institutions. It's the only place you can accomplish so much—so conveniently.

Whether you're an exhibitor, or a walk-through participant, you'll discover that the 2014 Business Opportunity Fair offers the most comprehensive forum for conducting business.



Quick Facts For Exhibitors

- NMSDC-certified minority-owned businesses only
- National and/or local member corporations only
- Booths are sold on a first-come, first-served basis

Show Schedule

Set Up:		
Friday, October 31	Saturday, November 1	Sunday, November 2
9 a.m. - 4 p.m.	9 a.m. - 4 p.m.	9 a.m. - 4 p.m.
Show Day:		
Monday, November 3	Ribbon-Cutting Ceremony	Business Opportunity Fair
	9 a.m.	9 a.m. - 12:15 p.m. and 2 - 6 p.m.
Move Out:		
	Monday, November 3	Tuesday, November 4
	6 - 11 p.m.	7 a.m. - Noon

Payment Terms

- Payment must be made in full when Exhibitor Application is submitted. Online payment is preferred.
- Payments postmarked after September 17, 2014, must be by cashier's check, certified bank check, money order, American Express, Discover, MasterCard or Visa credit card.
- Requests for cancellations must be made in writing to NMSDC and postmarked by September 30, 2014, to receive refund. All cancellations are subject to a \$100



processing fee. No refunds will be made for cancellations postmarked later than September 30, 2014 or for no shows.

Booth Information

- Each booth is 10' x 10' with an 8' high back drape and 3' high side drapes
- Each booth is equipped with 1 draped 6' table, 2 chairs and 1 wastebasket
- Each booth is carpeted
- Each exhibitor is listed in the Official Exhibitor Directory
- Three complimentary passes are available for personnel to staff the booth
- **Booth fees do not include conference registration, meal or event tickets, which are available for purchase on a first-**

come, first-served basis

- Only one business may be displayed per booth
- No direct selling or order taking
- Soliciting in the aisles or entrances is strictly forbidden

An Exhibitor Service Manual will be sent to all confirmed exhibitors in August.

21st Century Expo Group, a minority-owned business, is the official exhibit service contractor for the 2014 NMSDC Conference and Business Opportunity Fair.

Booth Fees

NMSDC-certified minority-owned businesses \$1,000
National and/or local corporate members \$1,500

Monday Highlights

Monday Power Breakfast

7:30 - 8:45 a.m.

Co-Sponsors:   

The Monday Power Breakfast, featuring a keynote speaker, kicks off the first full day of activities. Begin your day right by networking with purchasing executives, supplier diversity professionals and minority business owners.

The Monday Power Breakfast and three luncheons are the springboard to discussion and interaction with your peers.

Monday Luncheon

12:30 - 1:45 p.m.

Co-Sponsors:  



Additional sponsorships are available for Breakfast and Lunch. Contact Maureen.Simonette@NMSDC.org for details.

The conference luncheons on Monday, Tuesday and Wednesday offer additional opportunities to hear spirited and engaging experts on minority supplier development.

Hydration Station sponsored by: 

Connect Zone

Meet up in the Connect Zone! This business lounge is the perfect place to continue the conversation with clients and business associates when conference activities have concluded for the day. Sidebar in a convenient and comfortable atmosphere. The Connect Zone is open Monday, 6 - 7:30 p.m.; Tuesday, 4:30 - 7 p.m.; and Wednesday, 2:30 - 5 p.m.

Mobile Charging Stations Co-Sponsor: 

NMSDC Advocacy Center Co-Sponsor: 



Tuesday Program Sessions

Networking Continental Breakfast

7:30 - 8:45 a.m.

Co-Sponsor: 

On Tuesday and Wednesday morning, join your peers for an informal networking continental breakfast. Strike up a conversation, make new contacts and find your next customer.

PRISM®

8:30 - 9:45 a.m. - Affiliate Council Presidents and Staff

10 - 11:15 a.m. - Corporate Members

11:30 a.m. - 12:30 p.m. - Certified MBEs

Explore PRISM®, the all new MBE database! Learn how to use this enhanced system to source NMSDC-certified MBEs. PRISM® offers corporate members dynamic search capabilities for identifying and sourcing MBEs by location, industry, product and services, and certification classifications. MBEs also have access to the portal to facilitate MBE-to-MBE sourcing. The PRISM® system also fully integrates certification manage-

ment to streamline certification application processing, verification and renewals.

Plenary Session

Real World Supply Chain Management

9 - 10 a.m.

Sponsor: 

In this roundtable discussion, chief procurement officers from leading corporations share their views on developing supply chains that can be engines for economic growth. The group will address the actions, tools and resources their companies use to break down barriers to growth for minority business enterprises (MBEs)—particularly access to capital, capacity building and certification.

Tuesday Leadership Luncheon

12:45 - 2 p.m.

Co-Sponsor: 

Additional sponsorships are available for this event. Contact Maureen.Simonette@NMSDC.org for details.

Leadership Development Series

Tuesday 2:15 - 4:15 p.m. The Leadership Development Series brings together designated groups—Minority Business Enterprises (MBEs), Buying Organizations/Supplier Diversity Professionals and NMSDC Affiliate Council Presidents—for two hours of lively discussion and networking. All three sessions run concurrently.



Minority Business Enterprises

Strategic Leadership: Back by popular demand, this interactive session features case studies requested by MBEs. Participants will explore essential leadership principles/frameworks that help better-positioned organizations take advantage of market opportunities. They also will discuss the skills and knowledge necessary to grow their businesses and provide competitive advantage for customers.

Buying Organizations/Supplier Diversity Professionals

Leadership Skills to Keep You in the Game: This session offers Buying Organizations/Supplier Diversity Professionals the opportunity to have interactive discussions on personal development and competency. In today's environment it is impor-

tant to continue to hone your leadership skills to stay current and remain a value-added resource to your organization. The session will include facilitated conversations on topics such as innovation, adapting personal styles and functional knowledge.

NMSDC Affiliate Council Presidents

Leadership and the New Normal: The changes in our increasingly global environment require bold leadership, a new set of broadly-defined skills and a focus on developing new landscapes and markets. Leaders and their organizations must improve services and employ new methods to drive constituent satisfaction to the next level. This session will test assumptions and frame new strategies and next practices for leading change in the new Network.



Tuesday Workshops



T1 Making the Business Case for Minority Supplier Development

In this session, you will learn how to effectively align your business case with the corporation's goals to gain buy-in. Panelists discuss the roles and responsibilities of key stakeholders and how to communicate a solid business-driven case for a minority supplier development process.

T2 Creating an Effective and Sustainable Minority Supplier Development Process

Benefit from the track records of corporate experts in minority supplier development. This workshop provides the knowledge and skills you need to build effective working relationships with great MBEs. Understand how to create opportunities where they may not have existed by engaging and leveraging senior management, developing objectives, driving the process, then analyzing and measuring the results.

T3 Everything You Wanted to Know About Supply Chain Management But Were Afraid to Ask

This workshop is designed for MBEs and new supplier diversity professionals who may not be familiar with purchasing/supply chain intricacies. Panelists will provide you with a broad overview of fundamental sourcing language and processes to help improve your communications with buyers and commodity team leaders.

T4 Accessing Capital to Support Growth of Supply Chain Businesses

Financing needs of an MBE change as they grow from Class I to Class IV. This session is designed for MBEs and for supplier

diversity professionals who want to learn more about financing strategies and options. Panelists will discuss methods on how to take advantage of financial resources and share perspectives on issues that may arise and pitfalls to avoid.

T5 Growth and Capacity Building for Minority Suppliers

Panelists will share processes for assessing supplier development options and implementing the most effective growth strategies for MBEs. This workshop will provide participants with tips and techniques corporations use to improve or expand the capabilities of all suppliers.

T6 Request for Proposal (RFP) Process in the Private Sector

RFP/RFI/RFQ/eRFx—what do all these terms mean? Which ones are worth the effort? What research/resources are necessary? How are proposals rated by customers and what are the disqualification factors? This session will provide minority business owners with strategies, checklists and other great information to increase the odds of winning business.

T7 Hot Spots for Growth for MBEs

In this session MBEs gain insights on how to identify new opportunities for growth in emerging industries (entirely new or restructured industrial sector growing at a faster rate than the overall economy). Topics may include education technology, green construction, healthcare, niche business consulting, renewable energy, software as a service and other latest developments in the business world.



T8 Aligning Minority Supplier Development with the Corporate Strategic Planning Process

Strategic planning is a dynamic process that looks into the future and involves every area of the business. Emphasis will be placed on preparing minority supplier development plans that support corporate goals. This includes managing the overall process such as the tracking of milestones, establishing a timeline detailing sequence of activities, resource allocation and monitoring risks (both quantitative and qualitative) for decision-making.

T9 Achieving Excellence through NMSDC Best Practices

Benchmark your minority supplier development activity against the best in the country. Evaluate the quantitative and qualitative aspects of your performance to measure the overall effectiveness of your processes. In this workshop, you will learn the methods and techniques used to achieve superior results by implementing NMSDC Best Practices.

T10 Globalization of Supplier Diversity Initiatives

This workshop will focus on the value proposition of corporate global supplier diversity activities. Panelists will discuss the benefits of utilizing U.S. MBEs to meet global supply demands, spend reporting, and encouraging MBEs to partner with traditional and underutilized minority suppliers in other countries.



Wednesday Program Sessions

Plenary Session

9 - 10 a.m.

Sponsor:



The Future of Minority Supplier Development

C-Suite executives will engage in a robust roundtable discussion about the role of minority business enterprises in the supply chain of the future. The discussion will center around how minority suppliers add value to their businesses and how corporate commitment to minority supplier development helps drive opportunities for minority suppliers.



Wednesday Workshops



W1 Emerging Trends Affecting Supply Chain Management

This session covers the strategic role of supply chain management and key elements of the competition in the global marketplace. Corporate procurement executives share their insights on the world's evolving business environment and its implications for the future of how we do business.

W2 Second Tier: Growth and Development of MBEs

Second Tier programs continue to be an essential component of robust supplier diversity initiatives. Set realistic expectations for MBEs and your suppliers by developing a process that utilizes best practices in contract language, reporting requirements and goal setting.

W3 Government: Changing Environment Impacting Minority Suppliers and Corporations

This two-hour session will focus on new regulations affecting both MBEs and corporations. Experts will share policies and practices federal, state and municipal governments are using to encourage minority business participation in the public sector. They will also identify new directions and initiatives for including MBEs in the plan and how it affects corporate contracts and reporting. This session will not be repeated.

(There will be a brief break at mid-point.)

W4 Leveraging Resources Through Cross-Functional Collaboration

Learn how to build a collaborative team to gain buy-in from all corporate functions with procurement authorization—especially professional services. Savvy program managers leverage

strong stakeholder engagement to accomplish C-Suite goals. This session offers an overview of steering committees, the roles and responsibilities of its members, and how to use internal and external committees to advance supplier diversity within their organizations.

W5 Next Practices Used by Corporations for Developing MBEs

Gain a greater understanding of creating a proactive environment to identify industry trends, their impact on improving processes and introducing innovation to develop minority suppliers. Panelists examine advanced initiatives for engaging and leveraging senior management, developing objectives and driving the process, then analyzing and measuring the results.

W6 Venture Capital Options for MBEs Considering Strategic Partnerships

This session explores venture capital options, especially for MBEs entering into strategic partnerships in order to achieve greater scale and for supplier diversity professionals who are interested in these types of deals. Panelists will discuss due diligence, the process, and lessons learned in completing deals like acquiring strategic assets.

W7 Identifying Opportunities by Gathering and Analyzing Corporate Spend Data

Drilling down to details can uncover timely patterns and trends. Supplier diversity professionals will learn to identify high-potential opportunities by examining actual spend by organization, commodities and suppliers. Panelists will discuss how to access, organize and analyze spend data (e.g. accounts payable information).



W8 Telling Your Story

Panelists provide reality-based tips and tools for minority businesses on approaching potential corporate customers to ensure a great first impression. Research, industry-specific analysis, corporation-specific analysis, branding, social media marketing, tradeshow strategies and customer relationship management will also be discussed.

W9 Communicating Your Value Proposition

Are MBEs and corporates speaking the same language or are messages being misinterpreted? Does the MBE's elevator

pitch really communicate the value-add to the corporation. Panelists will share examples of good and bad communications.

W10 Communicating the Impact and Return on Investment (ROI) of Supplier Diversity Initiatives

Show the value of supplier diversity by focusing on key metrics. In this workshop, attendees learn how to measure and quantify cost savings/cost reduction as well as the impact on sales/new markets and job creation. Panelists will also share ways of communicating your success stories to various audiences.

Registration Information and Instructions

Full Conference Registration: A Great Deal!

Full conference registration fees cover your attendance at all programmatic and entertainment activities from Sunday evening, November 1, through Wednesday, November 5. Refer to the Conference-at-a-Glance on page 9 for details.

Conference registration fees do not include booth rental fees for the Business Opportunity Fair.

Membership And Certification Validation

Corporate members are procurement entities paying national and/or local dues. MBEs are suppliers certified as minority-owned by an NMSDC affiliate regional council **only**. MBEs must be listed in the PRISM® database or provide a copy of their NMSDC-issued certificate and their Federal Employer Identification Number on the registration form in order to validate MBE status and take advantage of registration discounts. If your corporate membership or MBE certification is not current or cannot be verified by NMSDC, you will be charged the corporate non-member or non-certified supplier registration rate.

Discounted Registration Must Be Postmarked By September 10, 2014.

Online Registration

Register online at www.NMSDCConference.com. A valid email

address is required to register online and receive confirmation. Online registration must be paid by credit card at the time of registration. **NMSDC accepts American Express, Discover, MasterCard and Visa.** Online registration ends at midnight on Friday, October 10, 2014.

Other Payment Options

Registrants may pay conference registration fees by check, money order, government purchase order or credit authorization. Registration fees are per person. Please duplicate and complete a registration form for each attendee.

There is no discount for group, spouse or guest registration. Complete a registration form **FOR EACH PERSON**, enclose a check, money order, government purchase order or credit card authorization and mail the registration form(s) and payment to NMSDC no later than September 30, 2014.

Full payment must accompany ALL registration forms. Registration forms will not be processed without full payment.

Complete the registration form and fax with credit card information to NMSDC at 212-768-0430 or 212-719-9611. If registration form and credit card authorization are faxed, please **DO NOT MAIL ORIGINAL FORM.**

American Express, Discover, MasterCard and Visa credit cards are accepted for advance, online and on site registration.

Payments postmarked after September 17, 2014 and made on site must be by cashier's check, certified check, money



order or credit card. Requests for deferred payment will not be honored. Debit cards may be used for on-site registration only.

Faxed and online registration forms without credit card information will not be processed. A valid email address is required for online registration. You can add an additional email address that needs to receive acknowledgment of the registration.

When your registration form is received and processed, you will receive an acknowledgment by mail.

Attendance at this event may be considered an "educational expense." Educational expenses are generally tax-deductible as an ordinary and necessary business expense. Consult your tax advisor for additional information.

NMSDC's Federal Employer Identification Number is 23-7348220.

Invoices

If your registration needs to be invoiced, regular registration fees will be charged. **THERE ARE NO DISCOUNTS FOR REGISTRATIONS THAT ARE INVOICED.** All invoices must be requested by September 5, 2014. Payments of invoiced registration must be received by September 30, 2014.

Government purchase orders for discounted registration are acceptable if received by September 5, 2014. After September 5, regular registration fees apply and must be paid by October 3, 2014.

Full payment must be made for on site registration. There is no invoicing for on-site registration.

On-Site Registration

On-site registration will be held at the Orange County Convention Center, Room S210, as follows:

Saturday, November 1	Noon to 5 p.m.
Sunday, November 2	9 a.m. to 5 p.m.
Monday, November 3	6:30 a.m. to 5 p.m.
Tuesday, November 4	7 a.m. to 3 p.m.
Wednesday, November 5	7 a.m. to 1 p.m.

Do not submit your registration form after October 3, 2014. It will not be processed. You can register online through Friday, September 30, and on site beginning Saturday, November 1.

To find out more about the 2014 NMSDC Conference and Business Opportunity Fair, go to www.NMSDCConference.com or scan this tag on the right with your smartphone.



Registration And Barcoded Badge Required To Attend Events

You must wear the appropriate NMSDC-issued barcoded badge to attend the Business Opportunity Fair, plenary sessions, workshops, meal functions and special events. The barcode on your conference identification badge will give you access to all meal functions and special events for which you have paid. Additional tickets may be purchased separately, based on availability.

Children under 18 are not allowed to attend any NMSDC function, and are not permitted in the exhibit hall at any time.

Persons under the legal drinking age of 21 may not consume alcoholic beverages at NMSDC events.

Event Tickets—Advance Purchase Suggested

NMSDC recommends meal function and special event tickets be purchased in advance to ensure availability. Tickets may not be available for purchase on site as capacities may be limited or already sold out.

Pre-paid barcoded tickets will be distributed on site at the conference registration area at the Orange County Convention Center. A ticket claim receipt will be emailed in advance.

Business Opportunity Fair booth rental fees and complimentary exhibitor passes for booth personnel do not include conference registration, meal function or special event tickets.

NMSDC reserves the right to limit registration, based on space availability.



Conference Hotel



Hotel Keycards Sponsor:  **LibertyPower™**
Powerful Together

The Orange County Convention Center is headquarters for the 2014 NMSDC Conference and Business Opportunity Fair. The Business Opportunity Fair, meal functions and all program sessions will be held at the convention center. The Awards Banquet Reception, Awards Banquet and Farewell Reception will be held at the Hilton Orlando as well as the pre- and post-conference constituent group meetings. Please refer to the Conference-at-a-Glance for more details.

Shuttle transportation will be provided to and from the conference hotels and the evening events. The Hilton Orlando is connected to the Orange County Convention Center by a covered open-air walkway. There will be no shuttle service from the Hilton Orlando to the convention center.

NMSDC has secured a block of rooms at the Hilton Orlando at special discounted rates. The special rates are in effect October 31 through November 5, on a space-available basis. To take advantage of these special rates, please make your reservation as soon as possible at www.NMSDCConference.com. Once the room blocks are filled, these rates may no longer be available.

Visit www.NMSDCConference.com to make suite reservations.

Reservations will NOT be accepted directly by the hotel or at the hotel website at the NMSDC conference rate.

The hotel will fill up quickly. Reserve your room today at www.NMSDCConference.com.

It is important that you make your reservation no later than October 6. Room reservations may be made at the rates noted as long as rooms are available in the group block and reservations are made prior to October 6. After October 6, rates and room availability cannot be guaranteed.

All room reservations require an advance deposit for the first night's room and tax. You must guarantee your reservation with a major credit card. The credit card used to make the reservation must be valid through November 2014.

NMSDC Conference Housing Link:

All reservation changes must be made online by clicking the Accommodations tab at www.NMSDCConference.com.

Cancellation Policy

Advance individual reservation deposits are completely refundable if cancelled more than three days prior to arrival.

Each reservation will forfeit one night's room and tax deposit if the reservation is not cancelled 3 days prior to the scheduled arrival date.

For cancellations prior to October 13th, cancel the reservation using the Passkey housing link under the Accommodations tab at www.NMSDCConference.com.

After October 13th, contact the hotel directly within the prescribed timeframe set by the hotel prior to your scheduled ar-





rival date and obtain a cancellation number or you will risk forfeiture of any refundable deposits. An acknowledgment of the cancellation will be emailed to you.

Any room reservations held with duplicate names must be changed to the name of the attending guest prior to August 15 or they will be cancelled at the direction of NMSDC. An early departure fee will apply if your hotel is not notified of the change to your reservation prior to your scheduled arrival.

Confirmations and Cancellation Acknowledgments

A confirmation (new reservation) acknowledgment will be emailed to the email address provided for each guest on the reservation within 24 hours after the online reservation is made. Prior to submitting your reservation for completion, there is an option to add any additional email addresses that need to receive this acknowledgment.

A cancellation acknowledgment will be sent when the reservation is cancelled in its entirety.

The hotels will not send confirmations. You can use your Passkey acknowledgment upon check-in as proof of your reservation.

Reservation Questions

If you have questions about conference hotels or the online reservation system, contact Nicole.Hambric@NMSDC.org.

Thank You

NMSDC appreciates your understanding of the importance of booking in the block (and not canceling) so that NMSDC does not incur financial penalties for unused sleeping rooms. Your support also gives us negotiation leverage in future years.

Hotel	Rates			Parking	Distance From Convention Center
	Single	Double	Suites		
Hilton Orlando 6001 Destination Parkway Orlando, Florida 32819	\$229	\$254	\$479 and up	Valet Parking - \$23 per day Self Service - \$16 Hotel guests have in/out privileges for both valet and self-parking. Others do not.	.5 miles Connected by covered open-air walkway

The hotel is a 100% non-smoking facility

All rates are plus 12.5% tax, per night.

Orlando, Florida

Weather

The average daily temperatures for November range from a low of 61° to a high of 81°.

Attire

Business attire is the standard meeting

dress code. The attire for the Awards Banquet is black tie.

While we attempt to keep the meeting rooms at comfortable temperatures, we recognize that “comfortable” is a relative term. We recommend that all attendees bring a sweater, shawl or light jacket.

Orange County Convention Center

South Concourse
9899 International Drive
Orlando, Florida 32819
407-685-9800
www.occc.net



American Airlines, Delta and United are offering special discounted airfares for NMSDC Conference registrants, spouses and guests. **For discounted travel, call the toll-free number listed below or book online using the NMSDC reference number.** Frequent flyer program members are eligible for mileage credit and will receive full credit for miles flown

Airline	To Make Reservations	Discounts Valid	Reference Number
American	800-433-1790 www.aa.com	10/26 -11/7	Authorization Number 11H4BS
Delta	800-328-1111 www.delta.com	10/25 -11/19	Meeting Event Code: NMHUH Delta SkyBonus Number: US972147046
United	800-426-1122 www.united.com	10/23 - 11/10	Z Code: ZS2F Agreement Code: 633234

Airport Transportation

Distance from Orlando International Airport (MCO)	13.3 miles
Taxi from Orlando International Airport (MCO)	\$35-\$40/15-20 minutes
Mears Shuttle from Orlando International Airport (MCO) 877-544-4646 www.mearstransportation.com	\$20 one way; \$35 round trip 45-50 minutes
Buses to Downtown Orlando Jeff Fuqua Boulevard 42 bus located on Ground Level A on the arrival side to Destination Parkway Hotel located across the street www.golynx.com	\$1.50 one way; 1 hour 29 minutes

Rental Car Discounts

Avis, Budget and Hertz have been selected as the car rental companies for the conference. Special discounted rates are guaranteed and available for conference attendees and guests. For reservations, call the toll-free numbers listed below or book online and refer to the NMSDC reference number.

	Call to make reservations	Reference Number
Avis Avis.com - NMSDC Annual Conference 2014	800-331-1600	J099921
Budget Budget.com - NMSDC Annual Conference 2014	800-525-7537	U006627
Hertz	800-654-2240	CV#04YX0001

Transportation



Registration Form

PLEASE PRINT

NAME _____

TITLE _____

COMPANY/ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ COUNTRY _____ ZIP _____

TELEPHONE _____ FAX _____ E-MAIL _____

E-MAIL A COPY OF ACKNOWLEDGMENT TO _____

NICKNAME FOR BADGE _____

REGIONAL COUNCIL AFFILIATION _____

* SELECT ONE TO BE ELIGIBLE FOR THE DISCOUNT * NMSDC-CERTIFIED MBE YES NO IF YES, YOU MUST SUPPLY YOUR FEDERAL EMPLOYER IDENTIFICATION NUMBER TO RECEIVE DISCOUNT FEIN _____

* CORPORATE MEMBER NATIONAL LOCAL COMPLETE ADDRESS, TELEPHONE, FAX AND E-MAIL ARE VITAL FOR FUTURE COMMUNICATIONS. _____

EMERGENCY CONTACT NAME _____ EMERGENCY CONTACT NUMBER _____

THREE EASY WAYS TO REGISTER

Online: go to
www.NMSDCConference.com
Credit card payments only. 

24-hour Fax: 212-768-0430
212-719-9611
Credit card payments only. 

Mail: Conference Registrar
NMSDC
P.O. Box 28478
New York, New York 10087-8478 

Send information about:
 Exhibiting at the Business Opportunity Fair
 Advertising in the Conference Journal
 Sponsorship Opportunities

ALTERNATE MEAL OPTIONS

- Vegetarian/Vegan
- Gluten-Free
- Gluten-Free Vegetarian/Vegan
- Kosher

PLEASE PHOTOCOPY THIS FORM TO REGISTER ADDITIONAL ATTENDEES. (ONE FORM PER ATTENDEE) CONFERENCE REGISTRATION FEES DO NOT INCLUDE BOOTH RENTAL FEES. BUSINESS OPPORTUNITY FAIR BOOTH RENTAL FEES DO NOT INCLUDE CONFERENCE REGISTRATION, MEAL OR EVENT TICKETS.

CONFERENCE REGISTRATION FEES (Fees are per person)	Discounted Registration* (By 9/10)	Regular Registration (After 9/10)	Total Cost
FULL CONFERENCE			
Corporate Member (procurement entities paying national and/or local dues)	\$ 850	\$ 1000	_____
NMSDC-Certified MBEs (must provide copy of NMSDC certificate)	\$ 750	\$ 1000	_____
Government/Non-Profit Organization <input type="checkbox"/> Regional Staff <input type="checkbox"/>	\$ 750	\$ 1000	_____
Corporate Non-member <input type="checkbox"/> Non-Certified Supplier <input type="checkbox"/>	\$ 1,500	\$ 1,800	_____
ONE-DAY REGISTRATION (Monday Only)			
(includes full day's activities—trade show, breakfast, luncheon, reception)			
Corporate Member (procurement entities paying national and/or local dues)	\$ 475	\$ 550	_____
NMSDC-Certified MBEs (must provide copy of NMSDC certificate)	\$ 475	\$ 550	_____
Government/Non-Profit Organization <input type="checkbox"/> Regional Staff <input type="checkbox"/>	\$ 475	\$ 550	_____
Corporate Non-member <input type="checkbox"/> Non-Certified Supplier <input type="checkbox"/>	\$ 800	\$ 900	_____
BUSINESS OPPORTUNITY FAIR ONLY			
(Non-exhibitor—no meals or reception tickets)			
Corporate Member (procurement entities paying national and/or local dues)	\$ 300	\$ 350	_____
NMSDC-Certified MBEs (must provide copy of NMSDC certificate)	\$ 300	\$ 350	_____
Government/Non-Profit Organization <input type="checkbox"/> Regional Staff <input type="checkbox"/>	\$ 300	\$ 350	_____
Corporate Non-member <input type="checkbox"/> Non-Certified Supplier <input type="checkbox"/>	\$ 550	\$ 650	_____
PLENARY SESSION AND WORKSHOPS PASS (includes Networking Continental Breakfast and Luncheon)(per registrant, per day—please specify day) <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	\$ 250	\$ 275 (# of days)	_____
ADDITIONAL TICKETS (Subject to space availability; one ticket for each function is included in full conference registration fee)			
Sunday Night Reception	\$ 150		_____
Monday Breakfast	\$ 60		_____
Monday Luncheon	\$ 90		_____
Monday Night Reception	\$ 150		_____
Tuesday Networking Continental Breakfast	\$ 40		_____
Tuesday Luncheon	\$ 90		_____
Wednesday Networking Continental Breakfast	\$ 40		_____
Wednesday Luncheon	\$ 90		_____
Awards Banquet and Pre- and Post-Banquet Receptions	\$ 250		_____
CANCELLATION FEE \$100	\$ 100		_____
(Must be in writing and postmarked by September 30, 2014.)			
TOTAL			_____

Please check if you require special accommodations to fully participate. Attach a written description of your needs.

***FULL PAYMENT MUST ACCOMPANY REGISTRATION FORM.** Pay by certified check, money order or credit card. Make checks payable to the National Minority Supplier Development Council. **Discounted fees do not apply to invoiced registration. No invoicing after September 5, 2014.** Method of payment Check Money Order American Express Discover MasterCard Visa

When your registration form is processed, you will receive an acknowledgment. Name badges will be mailed in advance. Pick up tickets on site. For more information, call 212-944-2430.

Credit card number _____ Exp. date _____

Name of cardholder (print) _____

Signature _____

After September 17, payments received by mail and on site must be made by certified check, money order or credit card. Do not submit registration form after September 30, 2014. It will not be processed. You can register online through October 10 or on site. Requests for cancellations must be made in writing to NMSDC and postmarked by September 30 for registrants to receive a refund. All cancellations are subject to a \$100 processing fee. No refunds will be made for cancellations postmarked later than September 30, 2014, or for no-shows. Please return this completed form and amount due to: Conference Registrar, National Minority Supplier Development Council, P.O. Box 28478, New York, New York 10087-8478.

FOR NMSDC USE ONLY

ID code: _____

Date: _____

Processed by: _____

Badge info: _____



LEADERSHIP AWARDS 2015

Join Us In 2015 To Celebrate Exemplary Leadership Within The NMSDC Network.

WEDNESDAY, MAY 20TH



Catalyst Award

Trailblazer Award

Clarion Award

Vanguard Award

Robert M. Stuart Leadership Award



Promote your company's supplier diversity program with an ad in the 2015 NMSDC Leadership Awards program book. Contact Christina.Santos@NMSDC.org for more information.

BECOME A SPONSOR

Strategically position your company for greater visibility at the 2015 NMSDC Leadership Awards as a sponsor. Contact Maureen.Simonette@NMSDC.org for more information.

www.NMSDCLeadershipAwards.com



NMSDC

National Minority Supplier
Development Council

1359 Broadway
Suite 1000, Tenth Floor
New York, NY 10018

Change Service Requested

Non Profit Org.
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New York, NY
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CONDUCT A YEAR'S WORTH OF BUSINESS IN FOUR DAYS!

