

# 2023 Annual Report



# Who We Are

Founded in 1978, the Northwest Mountain Minority Supplier Development Council (Northwest Mountain MSDC) is a nonprofit organization certifying, developing, and connecting Minority Business Enterprises (MBEs) with major corporations and public agencies.

We are an affiliate of the National Minority Supplier Development Council (NMSDC) providing certification, membership, and subscription services to the Pacific Northwest Mountain region which includes Alaska, Idaho, Montana, Oregon, Utah, Washington and Wyoming.

## Our Mission

- Foster an environment that creates opportunity and builds economic value.

## Our Vision

- Be recognized as the leading supplier diversity organization.

## Our Values

- Deliver Value | Forward Thinking | Diversity of Thought | Passion

## Core Competencies

- Certify | Develop | Connect | Advocate

# NWMMSDC Team

**Karla Malacon**, Board Chairperson  
President & CEO

**Huda Al-musawi**  
Manager of Operations

**Grayson Martin**  
Program Manager

**Kahdijah Lozada**  
Program Coordinator

**Jeffery Bartley**  
Manager of Marketing & Communications

**Armando Guerrero**  
Manager of Certification & MBE Services



# Board of Directors

**Angela Battle**, Board Chairperson  
Sellen Construction

**Kate Kleyman**, Board Secretary  
McKinstry

**Josh Canady**, Board Vice Chairperson  
Microsoft

**Rocky Fong**, Board Treasurer  
JP Morgan Chase & Co

**Shahzad Q. Qadri**, MBEIC Chairperson  
Wong Fleming, P.C.

**Karla Malacon**, Board Member  
President & CEO  
Northwest Mountain MSDC

**Lesley Zavar**, Board Member  
Starbucks Coffee Company

**Chi Pak**, Board Member  
T-Mobile US, Inc.

**Vladimir “Vlad” Poppel**, Board Member  
Intel Corporation

**Carl Gipson**, Board Member  
AT&T, Inc.

**Clayton E. Judge III**, Board Member  
Nike Corporation

**Lily Keeffe**, Board Member  
Seattle Children's Hospital

# Public Agency/Non-Profit Members

Public agency, nonprofit and educational institution members operating in our region.

Bill & Melinda Gates Foundation

Business Impact NW

City of Seattle

Seattle City of Light

City of Seattle Department of Transportation

City of Seattle Public Utilities

Greater Seattle Business Association (GSBA)

King County Business Development

Tacoma Business Center Minority Business Development

Agency

WA State Office of Minority & Women's Business Enterprises

Oregon Health & Science University

Port of Seattle

Seattle Latino Metropolitan Chamber of Commerce

Seattle Metropolitan Chamber of Commerce

Snohomish County

Sound Transit

State of Washington Department of Enterprise Services

State of WA Department of Transportation

University of Washington

# Corporate Members

## REGIONAL CORPORATE MEMBERS

These corporations are members of the Northwest Mountain MSDC.

Alaska Air Group

AT&T, Inc.

Branch, Richards, & Co., PS.

Costco Wholesale

Enterprise Holdings

Howard S. Wright

Intel Corporation

M.A. Mortenson Company

McKinstry

MUFG Union Bank, N.A.

Northwest Natural Gas Company

Oki Golf

Pivotal Ventures

Puget Sound Energy

Sellen Construction

Standard Insurance

Zillow Group

## NATIONAL CORPORATE MEMBERS

In addition to their regional membership, these corporations are members of the National MSDC.

BGIS Global Integrated Solutions US, LLC

Microsoft Corporation

Nordstrom

Nike, Inc.

O.C. Tanner Company

Starbucks Corporation

The Boeing Company

T-Mobile USA, Inc.

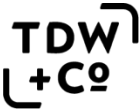
Wieden + Kennedy



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Thank you to our annual sponsors.





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Platinum



Mike Nakamura  
photography



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Gold

**ZONES™**

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Silver



**AT&T**

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## Bronze

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Emerging



In 2023, the Council, in compliance with the NMSDC affiliate agreement, delivered the following services:

- Advocacy
  - Promotion of the NMSDC and Council mission through communications, engagements, event participation, generating local, regional, national, and global presence.
  - Promotion of NMSDC and Council mission through member education and delivery of consulting services.
- Outreach
  - Communicate, invite, engage, and education of local members, both in private and public sector, with the goal of promoting the Council's mission, to engage in business, to create community wealth, and to empower communities of color.
- MBE Certification (Other Programs)
  - NMSDC core competency and key operating principle supporting the NMSDC and the Council's mission.

- Awards Luncheon

- Affiliate required annual event celebrating leadership and commitment to the field and practice of supplier diversity.

- Business Conference

- Affiliate required annual networking event bringing together MBEs to meet and discuss opportunities with private- and public-sector Members.

- Scholarship Fundraiser (Fundraising Activities)

- Affiliate required annual networking event designed to generate business relationships in an informal environment.
- The fundraiser generates funds for MBE development.



# 2023 Financial Highlights

Support and Revenue	Unrestricted	Restricted	Total
Membership Dues	\$ 226,272		\$ 226,272
National Dues	\$ 537,715		\$ 537,715
Business Conference	\$ 80,821		\$ 80,821
Awards Luncheon	\$ 130,675		\$ 130,675
City of Seattle Contract	\$ 612,054		\$ 612,054
Port of Seattle Contract	\$ 83,350	\$ -	\$ 83,350
Other Revenue	\$ 84,186		\$ 84,186
Interest Income	\$ 5,772		\$ 5,772
Special Events	\$ 107,406		\$ 107,406
Direct Benefit Expense	\$ (34,560)		\$ (34,560)
Special Events Net of Direct Benefits Expense	\$ 72,846		\$ 72,846
<b>Total Support and Revenue</b>	<b>\$ 1,833,691</b>	<b>\$ -</b>	<b>\$ 1,833,691</b>

Assets		Liabilities and Net Assets	
Total Current Assets	\$ 2,258,741	Total Current Liabilities	\$ 273,405
Fixed Assets, Net	\$ 10,861	Total Long-term Liabilities	\$ 30,634
Total Other Assets	\$ 80,267	Total Net Assets	\$ 2,097,288
<b>Total Assets</b>	<b>\$ 2,401,327</b>	<b>Total Liabilities and Net Assets</b>	<b>\$ 2,401,327</b>



# 2023 Summary of Performance

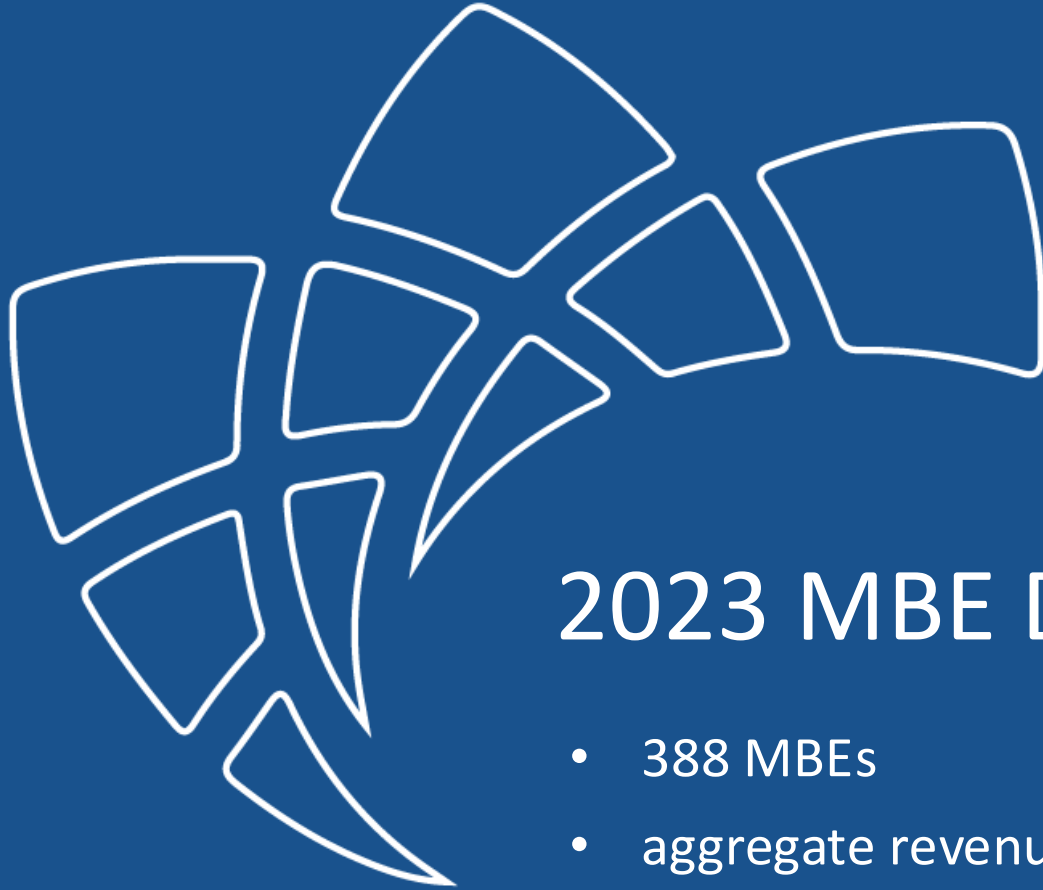
2023 Summary of Performance			
Performance Pillar	Goal		Results
Financials	Planned Revenue	\$ 1,551,356	Achieved 16% Actual Performance vs Planned Performance
	Actual Revenue	\$ 1,806,028	
	Planned Net Income	\$ 265,869	Achieved 147% Actual Performance vs Planned Performance
	Actual Net Income	\$ 657,466	
Operational	OMWBE Outreach, Training, and Technical Assistance Contract		
	City of Seattle Technical Assistance Contract		
	Grew MBE Portfolio by 2%		





The Council prepares its financial statements in accordance with generally accepted accounting principles promulgated in the United States of America (U.S. GAAP) for not-for-profit entities.

Branch, Richards & Co., P.S.



## 2023 MBE Data

- 388 MBEs
- aggregate revenue (2022): \$10,609,520,653
- employees: 58,515
  - minority employees: 23,504

# MBEP



- \$14,984.19 were raised
- Michael and Huda Al-musawi were sponsored to attend the Minority Business Executive Program (MBEP)

“This program has truly been a transformative experience, providing me with invaluable knowledge, essential skills, and the opportunity to connect with a remarkable network of like-minded professionals.

The curriculum was thoughtfully crafted for business leaders from small to medium-sized companies, especially those serving as suppliers to large enterprises. The blend of class lectures, interactive experiences, executive speakers, and peer discussions provided me with practical insights into change management, communications, negotiations, finance, leadership, and digital marketing strategy.

Thanks to NWMMSDC's generous sponsorship, I feel more empowered to lead my organization with confidence and to contribute meaningfully to the growth of minority-owned businesses.”

- Michael Mpare, WMI Worldwide



# Statewide Outreach for OMWBE

The NWMMSDC's contract with the Washington State Office of Minority and Women's Business Enterprises (OMWBE) to provide outreach and technical assistance to MWBEs in 36 Washington counties—excluding Snohomish, King, and Pierce—concluded in July 2023.

- The contract focused on serving diverse businesses in parts of the state that have historically received less support and fewer resources, encouraging eligible firms to apply for state and federal MWBE certifications and assisting them with the process of doing so.
- The NWMMSDC leveraged the services of a certified MBE to operate a call center performing outreach to more than 2,000 businesses statewide, ultimately making 3,076 total phone calls.
- Additionally, NWMMSDC staff planned and conducted seven in-person certification workshops throughout Central and Eastern Washington in 2023.
- In total, the efforts during this contract provided service to more than 400 MWBEs, resulting in dozens of new qualified businesses becoming certified with OMWBE.



# City of Seattle TAS

In 2023, the NWMMSDC continued its long-standing work with the City of Seattle on its Technical Assistance Services (TAS) Program, serving minority- and women-owned businesses seeking to work with the City of Seattle.

- Throughout 2023, the NWMMSDC continued to leverage its network of existing MBEs in combination with outreach to new MWBEs to find qualified businesses interested in working with the City of Seattle.
- Employing a combination of one-on-one technical assistance and dedicated educational programming, the NWMMSDC helped provide high-quality tools that prepared MWBEs for the possible difficulties and realities of seeking municipal work, thus maximizing their chances of success.
- Overall, 44 businesses were provided in-depth specialized and tailored technical assistance services and programming in 2023, contributing to the City of Seattle's roster of capable MWBE suppliers.





# Thank You!

Together with your support, we are looking forward to another year of great impact and opportunities.