

Northwest Mountain MSDC Industry Cluster Engagement Model

Introduction: Industry cluster engagement is a methodology by which the Council more intimately and narrowly focuses on Member and MBEs needs, creates the atmosphere for exploratory conversation, engagement, and drives business. The methodology will bring MBEs that participate in the specific Industries for Members to meet and engage in a more focused dialogue which will effectively lead to contract opportunities.

Industry Clusters Defined: Regional industries where current and future opportunities exist and future opportunities for MBEs to participate with specific industry leaders.

- Aerospace & Manufacturing
- Information Technology
- Retail
- Professional Services
- Healthcare and Life Science
- Utilities - Energy
- Public Agencies
- Construction, Architects, and Engineering
- Minority Business Executives

Stakeholders: Corporate Members, Public Agency Members, NMSDC Minority Business Enterprises, Northwest Mountain MSDC.

Why host Industry Cluster Engagement Sessions: Historically the Council has hosted an Annual Trade Shows in accordance with NMSDC Affiliation requirements. Over the last 5 years, participants remain the same, attendance has dwindled, and, engagement results have flattened. To effectively stimulate engagement, connection, and growth of MBEs and Member Supplier Diversity processes, the Council will be hosting industry specific events.

Purpose: To meaningfully engage Members and MBEs in Real Time business opportunities within specific industries. The desired output is:

- Increase Member and MBE participation,
- Increase focused participation, connection, engagement, and contracting,
- Increase Member diversity spend and Increase MBE annual revenues,
- Achieve 2016 Planned Budget Revenue of \$46,400 (MBE fee for participation is \$175),
- Build a pipeline of qualified and capable MBEs, and,
- Comply with NMSDC Affiliation Requirements.

Industry Cluster Engagement Participants:

- Regional and National NMSDC Members – May participate in various Industry Cluster Events, and,

- Regional and National MBEs – May participate in various Industry Cluster Events.

Approach: Northwest Mountain MSDC will manage all event logistics. Council needs a 6 week lead time per Industry Cluster Engagement to insure event attendance and effectiveness is maximized. In some instances, the Council will be hosting 2 events within a month's period.

I. Announce event dates and begin invitation process

1. Calendar
 - a. Establish calendar dates and times for each cluster engagement,
 - b. Send out calendar and invite all members that operate within that industry to participate.
2. Member Participation Request
 - a. Invite Members to participate in Industry Cluster Engagement Events.
3. MBE Search
 - a. Council will
 - i. conduct its own National Database Search for MBEs,
 - ii. send out a request to each Council President requesting a list and profile of their regional Top 10 MBEs that have strength within the specific industry,
 - iii. send the MBE list and profiles to participating members for their review, guidance, and invitation requests.
 - b. Council will vet list of submitted MBEs and make recommendations to participating members,
 - i. Members make the final determination re: invitation.
4. MBE Participation Request
 - a. Invite Council recommended MBEs,
 - b. Invite MBEs specifically requested by Members.
5. Members: Members nominate MBEs to participate
 - a. Member may nominate MBEs with whom they do business to participate
 - i. Objective is to introduce qualified, capable, and scalable MBEs to peer Members
6. Members: Nominate Prime Supplier/Tier 1 Supplier to participate
 - a. Member may nominate Prime/Tier 1 Suppliers to participate
 - i. Objective is to actively engage as potential Tier 2 suppliers
7. MBE expectations
 - a. Come prepared for engagements,
 - b. No Guaranteed contract.
8. Finalize list of Attendees (Members and MBEs).
9. Council sends out guidelines of how to prepare to meet with the Members.

II. Day of Event Model (9:00am – 3:00pm)

1. Welcome by Northwest Mountain MSDC,
2. Welcome by Host Company if venue is located at Member Site,

3. General Session re: Industry Itself,
4. Keynote Address by Subject Matter Expert (SME),
 - a. Future state of the Industry
 - b. How to prepare for the future state
5. Educational component,
6. Lunch with SME Panel Discussion
7. One-on-One Sessions between predesignated Members and MBEs,
8. Closing Session (15 minutes).

III. After Event Reporting

- a. Member engagement next steps,
- b. Event Recap
- c. Event + and –

IV. Myth Buster

- a. Break the perception that Members only care about Supplier Diversity to a minimal extent.