



**SCMSDC**  
Southern California  
Minority Supplier  
Development Council

# ON BECOMING A CERTIFIED MINORITY BUSINESS ENTERPRISE

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## INTRODUCTION

*“Once certified and part of the NMSDC network, over two-thirds of minority business enterprises confirm a business increase due to their partnerships with the council’s corporate members.”*

– National Minority Supplier Development Council

You might have been introduced to a member of the board of directors of the Southern California Minority Supplier Development Council (SCMSDC) or to one of the certified minority business enterprises (MBEs) on the MBE Input Committee. Or perhaps you met someone from the SCMSDC staff at a conference or event and were intrigued to learn more. Regardless, you’ve made it here ... and “here” is the beginning of what could be a new phase in the life of your business.

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## ABOUT SCMSDC

*“I’ve been involved with the council for about 35 years. The council is here to help you as business owners to get to the next step.”*

– Arnice Lamb, Manager of Supplier Diversity, **The Walt Disney Company**

SCMSDC has been the region's preeminent corporate membership organization committed to supplier diversity and the success of minority businesses. As one of the 23 affiliates of the National Minority Supplier Development Council (NMSDC), SCMSDC is a critically important part of the network. Above and beyond certification, it provides valuable direct services to both corporate members and MBEs in the areas of development, capacity building and networking.

SCMSDC is the vital connection and local touch point that brings together both stakeholders' interests in order to achieve the larger goals of developing minority businesses, connecting them to contracting opportunities, increasing corporate members' ability to compete through diversity and inclusion and, ultimately, helping drive economic growth.

- ▶ One of the 23 affiliates of the National Minority Supplier Development Council (NMSDC)
- ▶ Covers 13 counties in Southern California
- ▶ Represents the interests of more than 960,000 minority business enterprises (MBEs)
- ▶ Serves more than 1,200 certified MBEs as well as local and national corporate members
- ▶ Provides valuable direct services to both MBEs and corporate members in the areas of professional development, capacity building and networking

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## WHY CERTIFICATION MATTERS

*When you're certified here, you're certified everywhere. Your certification through SCMSDC is national and corporate members accept it across the country.*

Being certified by the National Minority Supplier Development Council (NMSDC) means that you've become one of more than 12,000 high-performing companies nationally who have completed what's widely considered to be the most rigorous MBE qualifying process. That matters because more than 1,750 local and national corporate members trust and depend on NMSDC-certified MBEs and the quality of the certification process. And they count on the national organization and affiliate councils like SCMSDC to be their close partners in developing and connecting them with those MBEs, advancing their diversity and inclusion initiatives, and optimizing their supply chain effectiveness.

### REQUIREMENTS FOR CERTIFICATION:

- ▶ The business is 51% owned, operated and controlled by ethnic minorities:  
**Asian, Black, Hispanic, Native American**
- ▶ The ethnic minority owner(s) is a U.S. citizen
- ▶ The business is a for-profit enterprise
- ▶ The highest executive position (Chairman, CEO, President, Managing Member) is held by the ethnic minority owner(s) who holds a majority stake.
- ▶ The business is headquartered in SCMSDC's service area of 13 California counties (excluding San Diego): **Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Orange, Riverside, San Bernardino, San Luis Obispo, Santa Barbara, Tulare and Ventura**

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## MAKING THE MOST OF BEING CERTIFIED

*“The best part of being certified with the Southern California Minority Supplier Development Council is getting access to companies and governmental organizations that you may not have an opportunity to meet otherwise.”*

— Bill Imada, Chairman/CEO, IW Group

The value of your MBE certification is less about the piece of paper and more about what you do with it. Think of your MBE certification as a key that unlocks the benefits and access — to people, resources and opportunities — that NMSDC and SCMSDC have to offer.

### **It's a national network ...**

Of 23 regional affiliates, 1,750 local and national corporate members and more than 12,000 MBEs, all connected through a database and, more importantly, a web of relationships that allow corporate members to find you.

### **It's a community ...**

And a place where people share their experience and expertise, and do business, volunteer, lead and learn together.

### **It's a capacity building resource ...**

For personal, professional and business development through local and national conferences, workshops, webinars, leadership opportunities, and educational programs with some of the top universities in the country.

### **It's a business advantage to be exercised ...**

Through matchmaking events, industry-specific programming, mentoring initiatives and targeted referrals.

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**CERTIFICATION FEES:**  
 based on annual revenue

## NATIONAL BENEFITS

- ▶ Inclusion in NMSDC's national database of more than 12,000 certified minority business, a look-up service for corporate buyers
- ▶ Referrals of certified minority suppliers to national corporate members
- ▶ MBE 2 MBE Search Tool for connecting MBEs with each other
- ▶ Publications, including newsletters brochures and reports, on minority supplier development
- ▶ NMSDC Annual Conference + Business Opportunity Exchange
- ▶ NMSDC Leadership Awards
- ▶ Access to the financial resources of the Business Consortium Fund
- ▶ Corporate Plus® membership program for minority businesses with demonstrated national capabilities
- ▶ Enterprise learning opportunities
- ▶ Advanced Management Education Program (AMEP) - Intensive executive training for MBE CEOs at Northwestern University's Kellogg School of Management
- ▶ The Minority Business Executive Program (MBEP) - An accelerated one-week, intensive program for MBE CEOs at the University of Washington's Foster School of Business

## LOCAL BENEFITS

- ▶ Referrals of certified minority suppliers to local corporate members
- ▶ Monthly Pre-Certification Workshops
- ▶ Monthly MBE Orientations
- ▶ MBE 2 MBE Open Houses
- ▶ MBE BizTalk conference calls and podcasts
- ▶ Communication Skills LIVE!
- ▶ Breakfast with Champions speaker series
- ▶ "Doing Business With" events
- ▶ Industry Matchmaking
- ▶ 30-Second MBE
- ▶ CEO Academy and other capacity-building programs
- ▶ Annual Public Policy Summit
- ▶ Reverse Trade Expo
- ▶ Minority Business Opportunity Day
- ▶ Supplier of the Year Awards
- ▶ Leadership Excellence Awards
- ▶ Corporation of the Year Awards
- ▶ Sponsorship opportunities like Corporation of the Year Co-Chair
- ▶ Volunteer and leadership opportunities (event support, MBE Associates, MBE Input Committee)
- ▶ MBE Health Insurance through SCMSDC's licensed in-house agent
- ▶ Monthly eNewsletter
- ▶ Email notifications of partner organization events

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## SEE THE DIFFERENCE

*NMSDC's "Economic Impact Report" cites a joint report from the Milken Institute and the Minority Business Development Agency that suggests that the number of minority business owners in the United States (an estimated 3.3 million when the report was published) is growing at a rate of 17 percent annually – "a staggering six times faster than the growth rate of all firms."*

– National Minority Supplier Development Council

With college, getting a degree is just the beginning. The same is true for certification, and that journey for your business starts here. The next steps are yours.



**MBE2MBE OPEN HOUSE**

▶ <https://vimeo.com/276950269>



**MINORITY BUSINESS OPPORTUNITY DAY (MBOD)**

▶ <https://vimeo.com/277166083>

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## GET READY

*“You will find somebody here who will be your next customer.”*

– Sanjay Kucheria, CEO, **Trinus Corporation**

It takes consistent and disciplined effort to realize the full value of certification. Done right, that investment of time and energy is about more than getting and renewing a certificate. It’s the leap to being part of a community. A community made up of MBEs, corporate executives, council leaders, and procurement and diversity professionals who all share a common belief in not only the rightness and value of inclusion, but its importance as a driver of economic opportunity and development.

This is the place where all those interests and shared values come together. So, get started now. Get certified. Get involved. And make something happen for you and your business.

**Remember, getting certified is just the beginning.**

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## HOW TO GET STARTED

### 1. Request a login

To start the certification process, go to:  
<http://www.scmsdc.org/mbe/register/>

### 2. Attend a pre-certification workshop

Learn about the MBE application process, including required documents and eligibility, and meet the team handling your application. The program is free and held the second Tuesday of every month. To RSVP, go to:  
[scmsdc.org/pre-certification-workshop](http://scmsdc.org/pre-certification-workshop)

### 3. Get to know SCMSDC

Check out our website: [scmsdc.org](http://scmsdc.org) and learn more about our Board of Directors, MBE Input Committee and the Staff.

### 4. Network with other MBEs

Sign up for our next MBE 2 MBE Open House, Breakfast with Champions or other events. To learn more, go to:  
<https://www.eventbrite.com/o/southern-california-minority-supplier-development-council-3096057752>

### 5. Mix and mingle with corporate members and MBEs

RSVP to our next signature event. SCMSDC's Minority Business Opportunity Day is in the spring, the Supplier of the Year Awards are in the summer, and the Leadership Excellence and Corporation of the Year Awards Gala is in the fall.  
Join our mailing list at: [scmsdc.org/about-us/contact-us](http://scmsdc.org/about-us/contact-us)

### 6. Give us access to you

Be sure to white list [scmsdc.org](http://scmsdc.org) so that our emails to you don't go into your spam filter.

## Get social



### LIKE US ON FACEBOOK

▶ <https://www.facebook.com/SCMSDC/>



### FOLLOW US ON TWITTER

▶ <https://twitter.com/scmsdc>



### FOLLOW US ON LINKEDIN

▶ <https://www.linkedin.com/company/southern-california-minority-supplier-development-council-scmsdc->



### FOLLOW US ON INSTAGRAM

▶ <https://www.instagram.com/socalmsdc/>

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