

Welcome to Out & Equal 2011 October Town Call

Be sure to dial into the audio portion of the conference

1-866-740-1260 (U.S. & Canada)

Online: www.readytalk.com, Join a Meeting

Participant Access code: 6946500

Welcome! Your line will be muted and this session will be recorded for our archives!



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October Town Call Building an LGBT Supplier Diversity Program



Presenters:

Victoria Fulkerson, Vice President, Corporate Relations and Supplier Diversity, NGLCC
 Trung Tieu, Project Coordinator, PepsiCo
 Dawn Ackerman, President/CFO, OutSmart Office Solutions

Moderator: Q Wilson, Senior Program Associate, Out & Equal



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Announcements

- **Oct 25-28** – Annual Workplace Summit, Dallas (On-site registration opens on October 25 at the Hotel Anatole)
- **Nov 10** – 2011 Out & Equal Summit Roundup Webinar (12:00pm Pacific)
- **Nov 17** – November Town Call - Inside LGBT: Being a Transgender Community Ally (12:00pm Pacific)
- Check www.outandequal.org for more info on:
 - Upcoming & Archive Training - <http://www.outandequal.org/training-programs>
 - Regional Affiliates - <http://www.outandequal.org/regional-affiliates>
 - Employee Resource Groups - <http://www.outandequal.org/resources/groups>
 - CareerLink - <http://lgbtcareerlink.com/>
 - Summit 2011 - <http://outandequal.org/summit2011>

Q



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ReadyTalk Features



- Phone lines are muted
- Ask questions by using the chat feature
- Chat is seen by the all the presenters
- Technical problems, raise your hand and check the chat box!
- Cut & Paste links from chat
- Polling – select an answer, submit and see results



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Poll

- **Does your company have a minority supplier diversity program already? (Yes, No, NA)**



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Polls

- **Does your company include LGBT owned business or are you an LGBT owned business? (yes, our company includes LGBT owned businesses, No, our company does not include, Yes, I am a LGBT owned company, NA)**



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NGLCC Overview



Victoria Fulkerson, NGLCC



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NGLCC at a Glance

- The business advocate and direct link between LGBT business owners, corporations and government
- Exclusive certification body for LGBT-owned businesses
- 62 Local and Regional LGBT Chamber Affiliates in the U.S. and internationally
- Over 120 National Corporate Partners
- Headquarters in Washington, DC



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NGLCC Supplier Diversity Initiative



- Exclusive third party national certification body for LGBT-owned companies
- Connects Corporate America with certified LGBTBEs (LGBT Business Enterprises)
- Connects LGBTBEs with one another across the nation
- Provides access to valuable business development resources for LGBTBEs
- Modeled after the certification processes established by WBENC an NMSDC



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The Certification Process: Eligibility

The application, supporting documents, and site visit demonstrate criteria on behalf of the LGBT owner(s):

1. Ownership – 51% LGBT
2. Control and Management
3. Contribution of Expertise or Capital
4. Independence



NOTE: Certification is NOT a statement of financial viability



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NGLCC Corporate Partners



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Why LGBT Supplier Diversity?



- Drive competition and innovation among suppliers
- Bring parity to corporate diversity initiatives
- Emerging best practice in Corporate America
- Strengthened position with overall LGBT community (brand loyalty among consumers, recruitment and retention of employees)
- Corporate Social Responsibility; Triple Bottom Line
- 2012 HRC CEI Score

76% of LGBT individuals are likely to stop purchasing from a company if they learned it were not LGBT-supportive or anti-LGBT

62% of LGBT business owners are extremely likely to stop purchasing from a non LGBT-supportive company



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Completing the Circle of Corporate Diversity



Marketing to the LGBT Community

Pro-LGBT Workplace Policies

Buying from the LGBT Community:
LGBT Supplier Diversity



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LGBT Supplier Diversity Milestones

- Successfully lobbied for municipalities including Seattle, WA; San Francisco, CA; Washington, DC; and Essex County, NJ to accept LGBT certification
- HRC announced that demonstrated utilization of certified LGBT suppliers is a scored piece of the Corporate Equality Index beginning with the 2011 survey
- Signed MOU with the U.S. Department of the Commerce, enhancing access for LGBT businesses to over \$13.8 billion in federal contracts
- Signed MOU with WBENC on July 25, 2007 to promote dual certification of eligible LBT women owned businesses



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LGBT Supplier Diversity Success

- Top management support
- LGBT-inclusive supplier diversity policy statement and supplier diversity vision/mission statement
- Dedicated full time program managers/team with LGBT as a category of responsibility
- Educational program offerings to develop diverse suppliers – include LGBTBEs
- Goal setting, measurement, tracking
- Rewards and recognition
- Marketing of program internally and externally as LGBT-inclusive
- Employee Resource Group engagement



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NGLCC Corporate Partnership Benefits

- Listing in all print and web material relating to the program
- Direct access to LGBT-owned businesses certified by the NGLCC
- Participation as a corporate member of the NGLCC Procurement Council and NGLCC Corporate Advisory Council
- Support in developing, expanding or promoting corporate diversity business development and procurement opportunities
- Recognition as a Corporate Partner of the Supplier Diversity Initiative at the annual NGLCC National Business & Leadership Conference [Chicago - August 2012] and NGLCC National Dinner: *An Evening of Courage!* [Washington, DC - November 18, 2012]
- Complimentary exhibit booth at the NGLCC National Conference
- LGBT supplier diversity training for corporate LGBT Employee Resource Group/Network, supplier diversity team, and diversity & inclusion stakeholders
- Full page ad in program books for the NGLCC National Conference and National Dinner events
- Highlight story on NGLCC's eNews



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Thank You!

To learn more about the NGLCC Supplier Diversity Initiative, visit www.nglcc.org/supplierdiversity

Victoria Fulkerson
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Case Study #1 The Corporate Perspective



Trung Tieu, PepsiCo

PepsiCo Program



- The PepsiCo View
- EQUAL@PepsiCo, the company's LGBTQ+ ERG
- Fitting LGBTQ+ Supplier Diversity into PepsiCo Values/Goals
- How did it happen
- How do you promote it
- What's happening now



Case Study #2 LGBT Owned Business Perspective



Dawn Ackerman, OutSmart Office Solutions

OutSmart Program



- How did you get connected
- Talk about the process of certification
- How do you promote it
- What difference has it made in your company



Furniture
Space Planning
Installation
Ink & Toner
Supplies
Equipment
Green Products

After meeting at the 2005 NGLCC National Conference, industry veterans Dawn Ackerman and George Pieper combined their 24 years of ecologically-friendly office supply and furniture consulting experience to form OutSmart Office Solutions.

The result, is a world-class source for office solutions at prices that can compete for the growing market opportunities presented by corporations who are increasingly including NGLCC-Certified LGBTQ+ in their supplier diversity procurement programs.

Opportunities from Certification

- NGLCC LGBTQ+ Certified – 2007
- 1st LGBTQ+ Tier One Supplier Diversity Partner - Office Depot - 2010
- 1st National Office Supply RFQ Opportunity - IBM - 2011
- Opportunity to Apply for Diverse Supplier Mentoring Program – Accenture - 2011
- Formed the 1st LGBTQ+ Group Purchasing Organization (Buyer's Club) - Office Depot - 2011

www.outsmartoffice.com

Email: solutions@outsmartoffice.com



Discussion/Questions



Victoria



Trung



Dawn

- *How to ask a question...*
 - Online - use chat mode anytime during webinar
- *Add to the discussion...*
 - Chat in your comments/thoughts/insights



Q



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Closing Comments



Victoria



Trung



Dawn

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Thank you for your participation!

Please complete the short survey at the end of the call!

Consider a donation to Out & Equal:
<http://www.outandequal.org/about/Donations.asp>
 or text the word "equal" to 20222 to make a \$10 donation

Join us for our next Town Call – November 17
 Inside LGBT: Being a Transgender Community Ally

Hope to see you at the Out & Equal Summit!
 Information at <http://outandequal.org/summit-2011>

More questions? Contact Pat Baillie, Associate Director of Training
pbaille@outandequal.org - 415-694-6521



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