



Federal Communications Commission
Washington, D.C. 20554

**Supplier Diversity Conference for Small, Women
And Minority-Owned Businesses**

July 10, 2012

Commission Meeting Room

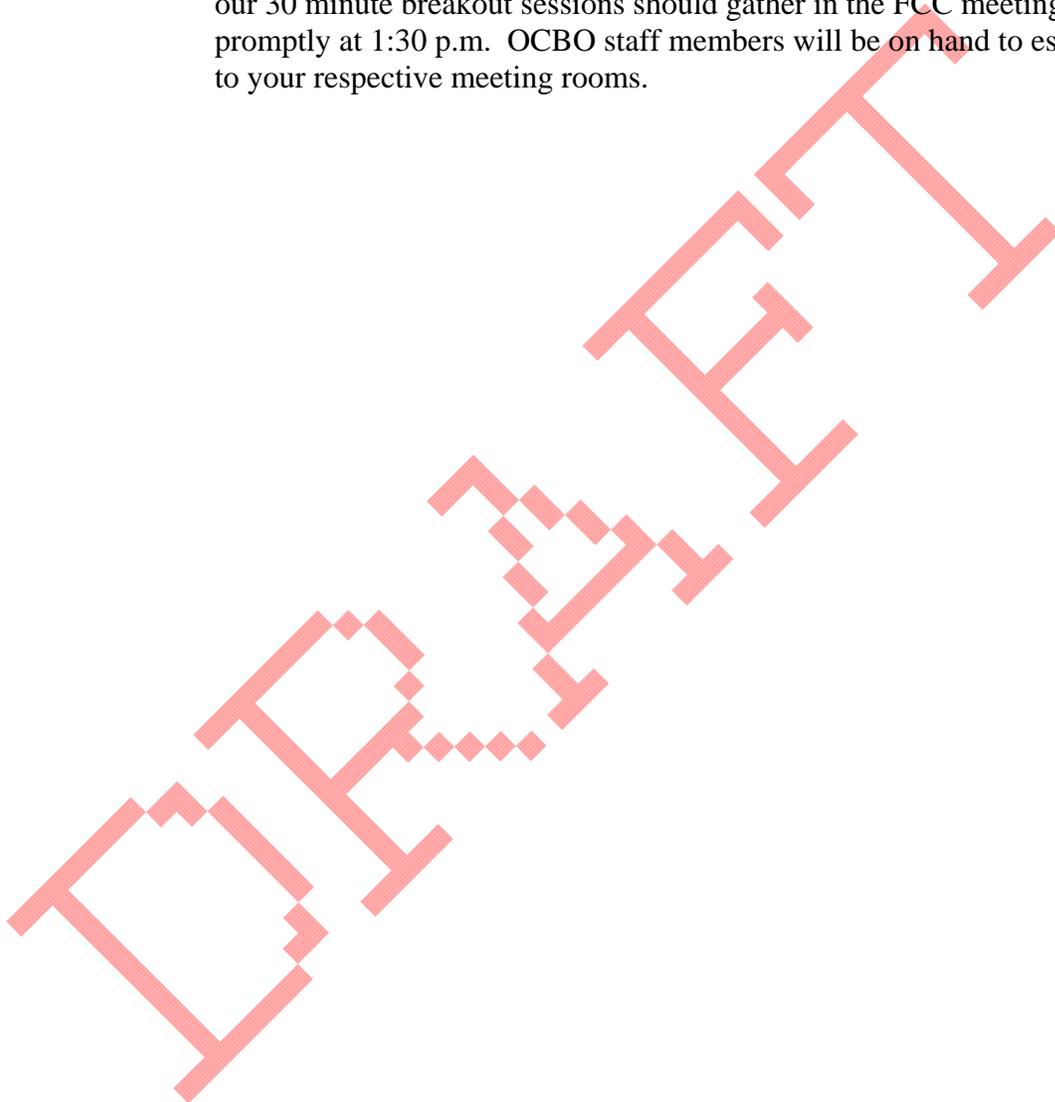
AGENDA [DRAFT]

- 9:00 a.m. Welcoming Remarks – Thomas Reed
- 9:05 a.m. Remarks – Ronald Johnson, Chairman, FCC Subcommittee on Supplier Diversity
- 9:15 a.m. **Panel 1 Government Reps:** Our first panel will consist of representatives of government agencies that use suppliers frequently. They will discuss the steps suppliers take in order to place their companies in position to meet the needs of Government goals and objectives. They will discuss the process that suppliers must navigate in order to be successful in obtaining contracts from respective agencies. The panelists are Linda Oliver, DOD, Joseph Giuliani, FCC, Angela Washington, MBDA, and Leonardo San Ramon, DOT. **Moderator; Thomas Reed, Director,** OCBO.
- 10:30 a.m. Break
- 11:00 a.m. **Panel 2 Companies:** Our second panel will consist of representatives of suppliers and representatives from companies. They will discuss parameters and basic procedures they use to determine to which supplier they will let contracts. They will also discuss the challenges that they have encountered in addressing supplier diversity. Suppliers will discuss the challenges they face when attempting to win an award or contract from the companies. Suppliers will also discuss any common issues that arise while working through contracts with the companies and ways to avoid any mistakes that may occur. The panelists are Mariano Legaz, Verizon, Marianne Strobel, AT&T, Marvin Motley, Sprint Nextel, Ajamu Johnson, Comcast, Fernando Hernandez, Microsoft, and Charles Harrell, IT

Architect. **Moderator: Ron Johnson**, Solutions4Change.

12:30 p.m. Lunch (on your own: capital café is on CY-courtyard level)

1:30-4:30pm **Breakout Sessions**: Workshop participants who registered in advance for our 30 minute breakout sessions should gather in the FCC meeting room promptly at 1:30 p.m. OCBO staff members will be on hand to escort you to your respective meeting rooms.



Q&A

1. **Full Panel:** Can you tell us generally how your organization decides whether it needs suppliers?
2. Can you describe the effort your organization undertakes to tap into the supply base?
3. Are you able to share with us the procedure that a potential supplier must go through in order to do business with your organization
4. Does your company employ any special procedures in order to provide equitable opportunities for small businesses to compete?
5. Can you highlight current programs that, in your view, are now having (or will have) the greatest impact on small/minority business opportunity?
6. **Full Panel:** Discuss success stories.
7. **Full Panel:** Discuss programs that are particularly suited to small communications companies.
8. **Full Panel:** How do you measure success with respect to the effectiveness of some of these programs? What are the metrics?
9. **Full Panel:** How can your companies work together to implement programs that create opportunities for small, women- and minority-owned suppliers?
10. How can I best position my company to receive a supplier contract? In other words, what information must my application contain?
11. What are the most common mistakes potential suppliers make when seeking a supplier contract with your companies?
12. Is there anything that the government in general or the FCC can do to assist in facilitating the relationship or agreement between the companies and the suppliers?
13. **Panel:** Can you tell us a bit about your companies and their supplier programs or supplier diversity programs.

Questions for Harrell (supplier)

1. What steps do you take to determine whether a company is well suited for your outreach efforts?
2. Do you look for a special niche? If so, how do you go about that?

BIOGRAPHIES

MARIANO LEGAZ: VERIZON COMMUNICATIONS, INC.

Vice President, Supply chain Services

Mariano Legaz is Vice President - Supply Chain Services Verizon Communications, the nation's largest wireless provider and the premier broadband internet company in the United States. He leads a team of over 1,300 supply chain professionals focused on strategic, global activities. Mr. Legaz is responsible for purchasing and material management activities, warehouse, investment recovery, transportation, and motor vehicle fleet operations, as well as sustainable growth strategies for reducing Verizon's carbon footprint. He oversees U.S. as well as international sourcing activities, which total approximately \$30 billion annually. Mr. Legaz supports the strategic growth of business relationships with certified diverse suppliers (MWDVBEs) and he leads a Source-to-Pay team that is working to transform the end-to-end purchasing and payment process. Mr. Legaz is based in Basking Ridge, New Jersey.

Mr. Legaz is an experienced executive in the telecommunications industry having direct operating experience and staff support roles in both Domestic and International markets.

Prior to his current assignment, Mr. Legaz was responsible for developing and implementing Verizon's capital investment strategy and performing risk analysis and portfolio return assessment of capital projects. He has also held several operational positions including executive director of Network Planning and Engineering where he led a team responsible for the planning, engineering and network performance functions of wireless, landline and data services for Verizon International Operations.

Mr. Legaz serves on several boards. He is an active board member of QuEST Forum; he is a member of the board of the United States Hispanic Chamber of Commerce, and sits on the board of the National Minority Supplier Development Council and the Advisory Board of the Center for Supply Chain Management at Rutgers University and the Center's Advisory Board of Directors for Rutgers University.

Mr. Legaz earned an executive MBA from the Cox School of Business at SMU in Dallas; and a Telecommunication postgraduate and E/E Engineering degrees both from the Catholic University of Cordoba.

MARIANNE STROBEL: AT&T

Executive Director, Global Supplier Diversity

Ms. Strobel is responsible for the ongoing growth of AT&T's world class Global Supplier Diversity via her Channel Management, Business Development and Stakeholder Management teams. Strobel has 20 years experience in the telecommunications industry; she began her career in 1986 at Sprint, holding various sales, management and sales training roles in California and New York. In 1998, she joined Pacific Bell Internet as a Sales Director managing teams in Internet, Equipment and Managed Solutions eventually being promoted to Executive Director of Segment Marketing for Small Business. Her marketing programs supported a wide spectrum of divisions from direct to indirect sales teams, call centers, and on-line distribution channels. Ms Strobel has a proven track record for building successful marketing programs via her dynamic leadership style and her strategic insight about global business markets. Her enthusiasm and ability to recognize new opportunities within the business inspires to "Think outside the box" driving employees to exceed expectations. Ms. Strobel's passion continues with her new position, Executive Director Supplier Diversity Programs. Cognizant of AT&T's rich history of diverse suppliers, Strobel is moving the team in a new direction by growing the diverse supply chain solutions. Key responsibilities include creating new Supplier Diversity spend categories which will be accomplished by incorporating "Next Generation" services via emerging technologies such as wireless applications, entertainment solutions and broadband services. Quickly launching a variety of new initiatives, Strobel mobilized Operation Hand Salute and AT&T initiative that mentors Disabled Veteran Businesses and internal campaigns to develop employee awareness and new lines of opportunities through AT&T business partnerships. Strobel represents AT&T on the Women's Business Enterprise National Council (WBENC) Board of Directors. She also supports AT&T's internal non-profit organization, Women of AT&T for which she mentors a group of employees in career development. Beyond the corporate world she is very active in various CA Bay Area organizations.

MARVIN MOTELY: SPRINT NEXTEL CORPORATION

Director Strategic Sourcing

Marvin R. Motley is the Director of Strategic Sourcing for Sprint-Nextel. His organization is responsible for strategic sourcing, contract negotiation, supplier diversity, fleet operations, travel, and contract labor. Marvin and his organization work with Sprint's Business Units to identify diverse suppliers who can meet their needs and to include them in the sourcing process for Sprint's \$17 billion in annual spend.

Marvin has served in a variety of executive positions during his 26 years at Sprint. In addition to 7 years leading the Strategic Sourcing organization his career includes leadership roles in Sprint's Legal, Human Resources, and Operations Excellence groups.

Marvin received his B.A., his J.D., and his Masters in Public Administration all from the University of Kansas in Lawrence, Kansas.

He is a member of both the Kansas and Missouri Bars.

AJAMU M. JOHNSON: COMCAST

Senior Director, Supplier Diversity & Strategic Procurement

FERNANDO HERNANDEZ: MICROSOFT CORPORATION

Director Supplier Diversity

Mr. Hernandez serves as Supplier Diversity Director for Microsoft Corporation. In this capacity, he drives Microsoft's strategies to achieve supplier diversity objectives. He is responsible for Microsoft's \$1.3+ Billion annual Supplier Diversity initiative. He serves on various Boards, including National Minority Supplier Development Council, Women's Business Enterprise National Council, Business Consortium Fund, United States Hispanic Chamber of Commerce Procurement Council, and Billion Dollar Round Table.

Prior to joining Microsoft, Mr. Hernandez served as Senior Vice President of Multicultural Marketing Strategy for Washington Mutual Bank where he established, developed, and implemented comprehensive multicultural marketing initiatives.

He formerly served as Executive Director of Supplier Diversity with AT&T. He focused on providing strategic direction to AT&T's Supplier Management & Business Unit clients in development and implementation of policies, strategies, and programs related to the enterprise-wide MWSDVBE (Minority, Women, Service Disabled Veterans Business Enterprise). Mr. Hernandez was the first to establish and implement multicultural business to business and consumer marketing (Hispanic, African-American, and Asian) at AT&T in 1991. This resulted in the creation of a \$5 billion market segment.

ANGELA WASHINGTON: MINORITY BUSINESS DEVELOPMENT AGENCY

Senior Business Development Specialist, Office of Business Development, U.S. Department of Commerce

Angela is an experienced national business development executive with a proven successful background in helping minority businesses gain access to capital, financing and federal contracts.

She is a proactive team leader who excels in assisting Federal Agencies meet their procurement goals, by incorporating highly capable firms into various acquisition programs. She is an excellent communicator with first-hand operational experience as identifying over \$50 billion public and private sector contract opportunities for minority business enterprises (MBEs).

She has over fifteen years of Federal Government experience where she has served through four presidential administrations through the Office of Personnel Management, the Department of Agriculture and the Department of Commerce. Currently she serves as a Senior Business

Development Specialist in the Office of Business Development (OBD) for the Minority Business Development Agency (MBDA).

CHARLES HARRELL: The IT ARCHITECT CORPORATION

President

Charles H. Harrell II is the President of The Information Technology Architect Corporation aka The IT Architect Corporation (ITA).

ITA was founded May 2003 as an innovative technology and communications firm to design, implement, and manage the automation of business processes and building controls for corporations and government agencies. Quintessentially, ITA provides technology and communication solutions to organizations in the private and public sector which transitions its organization from a paper to paperless environment.

Also, Charles H. Harrell II is a business and civic leader which is reflected by the following committees and boards for which he sits. On September 2011, he was appointed by the Federal Communications Commission (FCC) to its Diversity Advisory Committee; also, he is an active member of the MBEIC Advisory Board of the Chicago Minority Supplier Development (CMSDC) as a Government and Diverse Supply Chain Committee Member; and he is Vice Chairman of Finance for the Boy Scouts of America (Chicago Area Council).

In addition, he currently participates in the U.S. Small Business Administration Contractor Teaming Program; the Universal Service Administrative Company (USAC) ERATE participant; and the Illinois Institute of Technology Academic Career Education Program as a Business Mentor Program participant.

Charles Harrell II graduated from Michigan State University with his BA in Finance and received his JD from University of Miami School of Law.

LEONARDO SAN ROMAN: DEPARTMENT OF TRANSPORTATION

Office of Small And Disadvantaged Business Utilization, Office of the Secretary of Transportation

Leonardo San Roman currently serves as a Small Business Specialist/Special Assistant for the DOT Office of Small and Disadvantaged Business Utilization's Procurement Assistance Division. In this capacity, he serves to help small business owners to market their products and services and increase the participation of small businesses in DOT procurement opportunities. He also assists the OSDBU Director on special projects.

Prior to joining DOT, Mr. San Roman served as Project Manager for the Plans, Policy, and Resources for the Department of the Navy. Previously he served as the Finance Director for the Senate of Puerto Rico. He has also served as the Deputy Director for Administration, Budget and Finance for the Office of the Governor of Puerto Rico at the Puerto Rico Federal Affairs Administration in Washington, D.C.

Mr. San Roman earned a Bachelor's degree in Physics from the University of Puerto Rico, Mayaguez Campus, and obtained a Master's in Business Administration from the University of Phoenix.

LINDA OLIVER: DEPARTMENT OF DEFENSE

Office of Small Business Programs

RONALD JOHNSON: SOLUTIONS4CHANGELLC.COM

President

THOMAS REED: FEDERAL COMMUNICATIONS COMMISSION

Director of Office of Communications Business Opportunities

Thomas serves as the Director of the Office of Communications Business Opportunities at the FCC. He assumed the directorship in August 2009 after a long career as a litigator in both the government and private sectors. Prior to joining the FCC, Thomas was Of Counsel at the law firm, K&L Gates LLP in Washington, DC, where his practice focused on a broad range of issues including commercial litigation, corporate governance, investment management, and civil rights. At K&L, Thomas specialized in regulatory issues affecting women and minority-owned businesses. He has worked extensively with some of the nation's largest organizations that seek to advance the competitive interests of women and minority-owned businesses. Also prior to joining the FCC, Thomas served as Legal Counsel to the National Coalition on Black Civic Participation and as Vice Chair of the Fairfax County Board of Elections. Prior to K&L, Thomas worked for several years as a Senior Trial Attorney in the Civil Rights Division of the U.S. Department of Justice where he prosecuted state and local jurisdictions whose voting practices weakened the voting strength of minority voters in violation of the Voting Rights Act of 1964 or failed to provide disabled citizens an equal opportunity to register to vote in violation of the National Voter Registration Act of 1993. While in private practice, Thomas was a regular commentator on disadvantaged business enterprise certification procedures for companies pursuing federal transportation contracts and strategies for companies contesting decertification actions. Thomas received his bachelor's degree from Princeton University and his law degree from the University of Chicago Law School.

JESSE CRAWFORD VERIZON COMMUNICATIONS, INC.

Sr. Manager-Global Supplier Diversity

Jesse Crawford is the Sr. Manager-Global Supplier Diversity within Verizon Corporate at

Verizon Communications, the nation's largest wireless provider and the premier broadband internet company in the United States. With over 22 years of experience in telecommunications (including sales, staff management, customer care/quality management, engineering, supply chain, supplier diversity, and strategic sourcing), he is responsible for leading and supporting Verizon's Supplier Diversity Advocacy and Outreach initiatives across the enterprises.

Mr. Crawford currently serves as the Chairman of the Board for the Urban League of Greater Dallas & North Central Texas. In addition, he also serves on the Board of Directors for the Dallas Black Chamber of Commerce, and the U. S. Pan Asian American Chamber of Commerce's Corporate Brain Trust Advisory Board. Mr. Crawford is very active in the community and has always been a strong advocate for minority and small business entrepreneurs.

Mr. Crawford earned two degrees in Business Administration and Management, and graduated with Summa Cum Laude and Magna Cum Laude honors.