

Where there's diversity, there's opportunity. More than just good business practice, at USM we see supplier diversity as a corporate responsibility to our communities on a broad level, and to our local vendors on a personal level. We're honored to help minority, women and veteran business owners participate in the procurement process.



Why USM? An Overview.

- ▶ Committed to increasing our M/WBE spend
- ▶ NMSDC Member (National Minority Supplier Development Council)
- ▶ Dedicated Diversity Specialist to encourage certification
- ▶ Keeping local workers working
- ▶ Benefits USM clients, workers, entire community
- ▶ Post-certification Mentoring Program
- ▶ Opportunity for minority, women and veteran business owners
- ▶ Help customers meet their contractual obligations
- ▶ Free advice to help get workers on their way to certification

▶ USM is known for its commitment to diversity

We take diversity more seriously than most – we're known for that. Our customers require certification of business enterprises, and they know USM goes above and beyond to deliver all the proper MWVBE documentation – among vendors we've become synonymous with solid opportunities for certification.

▶ Clients rely on that commitment

USM believes that diversity builds a stronger supply chain for our clients. In communities where your customers are established, programs like this provide much-needed social and economic support, while enhancing customer relations in diversity-sensitive markets. After all, minority-owned firms often have powerful cultural, language and business ties to their communities.

▶ Managing the spend

USM is at the forefront of helping our customers manage their MWVBE spend in various ways – from tracking to reporting and measuring tools, all the while contributing to their brand and overall corporate social responsibility programs.

▶ How do USM clients benefit?

USM is helping more and more clients achieve their growing diversity goals. These include:

- finding a cost-effective way to increase MWVBE spend
- complying with governmental requirements
- contributing to the economic viability of MWVBEs and the communities in which they are located
- assuring certification quality and requirements

▶ Many are surprised to learn of our program

Awareness is everything. The more minority, women and veteran business owners learn about USM's Supplier Diversity Program, the more word spreads – and the more businesses win, USM wins, and USM customers win. We're doing everything we can to increase awareness of this success-focused program.

Dedicated Diversity Specialist

- ▶ You have specific MWVBE goals, we have a specialist who can design a program to help you manage and measure your success.

Customers help us. We help customers.

When USM was asked by a major retail bank customer to increase our MWVBE spend with them for snow removal and landscaping services, it started several wheels in motion.

Their contact helped by getting us involved in various MWVBE groups and trade shows to reach out to more MWVBE vendors – expanding our qualified vendor network is good for everyone. USM joined the National Minority Supplier Development Council (NMSDC) in the summer of 2010 with much enthusiasm and support from a number of long-standing customers, several of them also corporate members of the NMSDC who look forward to seeing USM at the National and Regional conferences.

USM customers often help us – and we in turn help them. Our customers are pleased with USM's Supplier Diversity Program, not only to meet their contractual obligations but also as our corporate responsibility.

We Know Maintenance Inside and Out

