

**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.

#### ▶ Who benefits from the program?

The simple answer: everyone – USM, contractors, customers, communities. The more specific answer: motivated subcontractors with the below prerequisites who have not taken the steps to become certified. Businesses that are at least 51% owned, managed and controlled by U.S. citizens with affiliation in one of the following minority affinity groups:

- African-American
- Hispanic-American
- Native American
- Asian-Pacific American
- Asian-Indian American
- A business that is at least 51% owned, operated and managed by a woman or women
- A for-profit business that is at least 51% owned, managed, controlled and operated by a Veteran or Service Disabled Veteran

#### ▶ Certification is only the beginning

As part of our Supplier Diversity initiative to help increase awareness of the MWVBE certification program and the benefits businesses receive through certification, we have established a Supplier Diversity Certification Mentoring Program designed to help existing USM subcontractors becoming certified. This program will assist these contractors in obtaining certification – then, after receiving MWVBE certification, contractors are offered a comprehensive Mentoring Program that helps guide them confidently through the procurement process.

#### ▶ 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

- ▶ We want vendor businesses to succeed – so we've assigned a qualified specialist whose job is to share the benefits of certification, and how to get started.

## “We can make it.”

Frequently we witness life-altering moments in people's lives. Recently, a family of hard-working Spanish immigrants started a cleaning business. With a work ethic that drove them to achieve their very best every day, this family, led by an enthusiastic matriarch, became successful enough to confidently say they could “make it in this country.”

This family had no awareness of USM's Supplier Diversity Program and were introduced only by chance through a friend of a friend. One revelation was learning of such a program that could guide businesses like theirs to be government-certified, and possibly considered by companies like USM.

The second revelation came after once again applying a life-long and focused work ethic, this woman and her family entered our program, became certified, then mentored by USM – then one of the top vendors in the history of the program. This woman and her family feel very much a part of the USM family to this day. The feeling is mutual.

# We Know Maintenance Inside and Out

