

U.S. Bank Supplier Diversity Initiative

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What is the Supplier Diversity Initiative?

- U.S. Bank's program to create an inclusionary procurement process while diversifying the corporate procurement supply chain.
- A strategic plan to meet enterprise-wide and local operational procurement needs and services.
- Focused efforts to identify, develop and build strong business relationships with certified minority and women business enterprises (MWBES) in the communities that align with the U.S. Bank footprint.
- Supports the integrated programs and relationships that demonstrates solid corporate citizenship and add shareholder value.

Classifications for Diverse Suppliers:

Minority Women Business Enterprise (MWBE)

- At least 51% owned, controlled and managed by one or more of the following:
 - Asian-Indian
 - Asian-Pacific
 - Black
 - Hispanic
 - Native American
 - Women
 - Service Disabled Veterans (DVBE)
 - Small Business Enterprises (SBE)
 - Gay/Lesbian/Bi-sexual/Transgender (GLBT)
- Qualifying companies must be located within the United States, its territories or its possessions

What is Certification?

- Certification is the process of confirming the ownership, control and management of the diverse entity.

- Certification is not a barrier to doing business with U.S. Bank. All suppliers are offered optional certification processes based on their business model, to include:
 - **National Agencies** – National Minority Supplier Development Councils (NMSDC) and Women Business Enterprise National Councils (WBENC)
 - **Regulatory Agencies** - municipalities and utilities
 - **Third party business organizations** – Chambers of Commerce
 - **Self Certification** – notarized affidavit

Supplier Diversity Role

- Engage and collaborate with leadership towards the creation and execution of the supplier diversity initiative;
- Providing resources, tools and assistance to further the education/awareness and active engagement in supplier diversity efforts;
- Identify local, regional and national supplier diversity opportunities and/or sources to enhance shareholder value.
- Advocate and coach the connection certified MWBE suppliers to access and respond successfully to buying opportunities.

Milwaukee Initiative

- U.S. Bank is interested in identifying and engaging certified minority owned suppliers in the Milwaukee Marketplace.
- Initially, complete due diligence to learn about the organization's business model and territorial reach via the internet site – Annual Report and Corporate Profile.
 - All Supplier Diversity inquiries to supplier.diversity@usbank.com
 - Certified minority owned suppliers are invited to register through our supplier portal via www.usbank.com/supplierdiversity.
 - Specific questions about the registration process are directed to Fesha.Buie@usbank.com or (513) 979-1356.
- **U.S. Bank prepares a Category Opportunity Overview quarterly to identify enterprise and local procurement opportunities.**

Q1 2012 Procurement Opportunities - Local

Local and Regional:

- **Landscaping** –
 - On going need;
 - Typically conducted by a formal RFP at a local level;
 - The local Property Manager has discretion to select this service provider;
 - Snow removal is frequently included in the RFP requirements.
- **Skilled Trades** –
 - Union electricians, plumbers, carpenters, painters, etc.
 - There are multiple channels for selecting trades depending on the type of work required (repair, replacement, small project and large project).
 - Occasionally decisioned by a 3rd party property management partners to identify and engage the appropriate skilled trades suppliers.
 - Corporate Real Estate groups and partners for potential first tier and second tier subcontracting opportunities.
- **Construction** –
 - General contractors, architectural firms and related business support for new construction or major remodeling activities
 - Project management program that allows team leaders to have total discretion when selecting construction related firms.

Q1 2012 Procurement Opportunities (Enterprise)

Enterprise Wide needs:

U.S. Bank's Corporate Procurement Team has specific commodities that are contracted enterprise wide. The selection of the prime supplier includes contractual MWBE goals to assist in meeting the overall supplier diversity strategy. MWBE firms can be connected with Prime partners identified in the U.S. Bank registration portal.

Commercial Print –

Prime supplier (Tier 1) is a large, national print partner with aggressive Tier Two (MWBE subcontracting) goals.

Poised to identify potential subcontracting (Tier 2) print suppliers to work the prime supplier to meet these needs.

Direct Mail –

Prime Supplier (Tier 1) is a large, national marketing and creative firm. This partner has aggressive second tier supplier diversity inclusion goals.

Prospecting Tips

- Identify 7-10 prospects and complete basic due diligence
- Register in the SD database and upload all pertinent documents, this is where the sourcing search begins
- Come to the initial engagement to **learn** how your commodity is procured, when and if there is opportunity
- Get actively engaged in the council and associated trade organizations to stay current and create visibility for your company
- Be prepared to share something we don't know – trends, innovations
- Strong selling points – B to B business, specific experience with targeted industries, and subcontracting relationships (T2)
- Be patiently persistent, honest, open and transparent in your communications