



SUCCESS THROUGH DIVERSITY

Super Star Business Panel

Supplier Diversity & Certifications



Maria Thompson
Agile Sourcing Partners, Inc



Benjamin Valenzuela Jr.
Sigma Services



Geneveive Cruz
Jag Star Design



Randall Martinez
Cordoba Corp.



Roy Jasso
Wells Fargo



Victor Parker
SBA Los Angeles District Director



Eric Fisher
Southern California Edison



Joe Alderete
Southern California Edison



Alma McMaster
Southern California Edison

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Welcoming Message



Welcome!

On behalf of the Regional Hispanic Chamber of Commerce we welcome you to Success Through Diversity and the Super Star Business Panel Luncheon. We are committed to Developing Businesses in Southern California by showcasing the Strength and Vitality of our Business Community.

We hope you enjoy today's event and take advantage of the connections and opportunities that we are providing. Our panelists and moderators will be sharing the latest Business-Building Tools, Resources, Ideas, Success Stories and Trends so that you are just as Successful!

The RHCC's final goal is "The Education, Empowerment and Advancement of The Southern California Business Community" If you are not already a member of the RHCC we suggest that you join us to take advantage of our great network.

Wishing you all the Best,

President & CEO
Regional Hispanic Chamber of Commerce

Super Star Business Panel Luncheon



Agenda

8:30 am to 9:00 am

Registration

9:00 am to 10:00 am

Supplier Diversity Panel and Certifications Panel

Moderator:

Joe Alderete, Southern California Edison

Panelists:

Jason Brod, Port of Long Beach

Drisha Melton, California Public Utilities

Eric Fisher, Southern California Edison

Tonia Burgess, Department of General Services

Miriam Long, METRO

Carmen Bermudez-Bracy, Metropolitan Water District

10:30 am to 11:45 am

Speed Matchmaking

Moderator:

Rose Cote, Los Angeles World Airports

12:00 pm

Remarks:

.UNO

Free Domain name to all Attendees

Lunch

Moderators:

Victor Parker and Roy Jasso

Remarks by:

Alma McMaster

Southern California Edison

Super Stars:

Geneveive Cruz

Ben Valenzuela

Maria Thompson

Randall Martinez

12:30 pm to 2:00 pm

Super Star Business Panel Luncheon

Networking Mixer

Fashion Show





Super Star Moderators



Victor Parker

District Director

Small Business Administration Los Angeles District Office

Victor Parker, a California native and long-time member of the Los Angeles community, was appointed the District Director of the SBA's Los Angeles District Office in

October, 2011.

The Los Angeles District Office serves Los Angeles, Ventura, and Santa Barbara counties. As District Director, he is responsible for the delivery of SBA programs and services to aspiring and existing small business owners, SBA lenders and partners, which include business advisory services, capital access programs, entrepreneurial development, international trade development and contract procurement assistance. The Los Angeles District Office territory includes eight Small Business Development Centers, four Service Corps of Retired Executives chapters and four Women's Business Centers.

Victor earned his Bachelor's Degree from the University of California at Berkeley and Juris Doctor from Pepperdine University School of Law.



Roy Jasso

Vice President Community Development

Wells Fargo

Roy's responsibilities and experience are in community development, business development, facilitation with philanthropy/charitable giving, government affairs, and community involvement.

Mr. Jasso's role at Wells Fargo is community lending and investment programs throughout Los Angeles, Ventura, Santa Barbara Counties. Mr. Jasso has developed and enhanced relationships among the top ethnic groups, non-profits, community leaders and public officials in California and the Pacific Northwest.

Super Star Business Panel Luncheon



Business Star Panelists



Randall Martinez

CEO

Cordoba Corporation

Randall Martinez serves as Executive Vice President & Chief Operating Officer for Cordoba Corporation, a multi-million dollar consulting firm specializing in infrastructure development services primarily for the public sector. With offices located in Los Angeles, Santa Ana, San Diego, and San Francisco the company enjoys a statewide, national and international project portfolio by providing civil engineering, project and construction management services.

In his capacity as COO, Mr. Martinez is responsible for overall service delivery and resource allocation, and has company-wide responsibility to develop strategic marketing plans, maintain client relations and provide corporate communications. Mr. Martinez has spearheaded the development of Cordoba's technical services, core competencies, markets and client base. He has worked closely with developers, contractors and professional consultants with an emphasis in Federal, State and local government.

Randall is active in his community and is a member of the Corporate Board of Directors for the Greater Whittier YMCA and the Southern California Regional Committee for Sustainable Conservation. He currently serves as President of the Bassett USD Education Foundation. Previously, he served as Co-Chair of California Department of General Services' Small Business Advisory Council, Chair of the Northern California Financial Development Corporation, as well as member of the Professional Services Advisory Committee for San Francisco CityBuild and Advisory Board Member for San Francisco WritersCorps

In fall 2004, he published his first book, *Ten Days To Get To London - a European Backpacking Adventure*, and has received critical acclaim from several news media organizations for his effort.





Business Star Panelists



Maria Thompson

President and CEO

Agile Sourcing Partners, Inc

Maria Bastian Thompson is a woman with a vision and the will to see these visions through to reality. After graduating with her bachelor's degree in Spanish from the University of California Santa Barbara and graduating cum laude from University of San Diego with an International MBA and Supply Chain emphasis, Maria began her career in supply chain. Maria started at a Mexican based maquiladora managing inventory, importation, sales and purchasing. Over the years, Maria has held several roles in the area of supply chain working for companies such as Qualcomm in their Supplier Management Program and Sempra Energy utilities in supply chain management where she was the Project Management Coordinator for many strategic sourcing initiatives and helped develop departmental training and key performance indicators for the Supply Chain Management staff.

Maria is a board member of Cal State San Marcos's Athletics Board and is an executive board member of the University of San Diego's Supply Chain Management Institute. Maria also served as the VP of Administration for the American Production and Inventory Control Society Orange County Chapter, is a member of the National Association of Women Business Owners and is a member of the Institute of Supply Management San Diego.





Business Star Panelists



Benjamin Valenzuela Jr.

President
SIGMA Services, Inc.

Benjamin Valenzuela Jr. is the Vice President, Corporate Secretary, and corporate officer of SIGMA Services, Inc. SIGMA Services, Inc (www.sigmaservices.net) is a woman and minority owned business that was established in 1999 as well as a graduate of the SBA's 8(a) business development program (2010). The company currently provides full service integrated facilities maintenance services, commercial construction tenant improvements, and high volume residential (REO) foreclosure management for public works, private entities, and the federal government across the western U.S.

Mr. Valenzuela joined SIGMA in 2006 and has helped structure the organization by standardizing and streamlining internal processes, procedures, and training; growing the business by tapping into new markets outside of construction including facilities management, building maintenance, and REO services; and opening 4 regional offices in 4 states while expanding the company into 12 states across 4 time zones - more than quadrupling the staff of SIGMA Services.

Mr. Valenzuela was previously employed at Intel Corporation for 10 years as a Facilities Engineer, Manufacturing Engineer, and Operations Manager in Santa Clara, San Diego, and Copenhagen (Denmark) and graduated from the University of California with a Bachelor of Science in Mechanical Engineering. He is a member of the Regional Hispanic Chamber of Commerce, Professional Retail Maintenance Services (PRSM) Association, National Association of Mortgage Field Services (NAMFS), International Facility Management Association (IFMA), and US Green Building Council (USGBC).



Super Star Business Panel Luncheon



Business Star Panelists



Genevieve Cruz
Fashion Designer
Jag Star Design

Genevieve Cruz is an LA native, descended directly from a Nicaraguan mother and Cuban father. Her parents emigrated to the U.S. in the late 1970s, coming to Los Angeles. Genevieve's mother has worked in the garment industry for 25 plus years, so she has seen the evolution of the industry first-hand. Ethical design standards are part of Genevieve's history. Genevieve has witnessed how Los Angeles-based manufacturing shifted overseas, and the toll of loss of jobs was for the industry.

Genevieve has worked alongside numerous lines and celebrities in her career. Most prominently, she ran a division of Ed Hardy by Christian Audiger as well as acted as Creative Director for organic clothing line Ecoganik.

With 15 years of industry experience, Genevieve infuses her designs with an intimate knowledge of what women love to wear as well as a firm commitment to advancing the creative vision of her hometown. Her mother Angelica Cruz is an essential part of her creative process, working side by side with Genevieve to restore quality and refinement to a city once synonymous with garment production.





Supplier Diversity Panel



Eric Fisher

Principal Manager
Supplier Diversity and Development
Southern California Edison

Eric Fisher has over 25 years of Supply Chain Management experience with established Fortune 100 companies. His role in Supplier Diversity includes ensuring that SCE complies with all public law, as well as CPUC rules and regulations related to diverse business enterprise procurement practices.

Before becoming a Principal Manager in Supplier Diversity, Eric worked for progressive Supply Chain organizations throughout his career with an additional emphasis on Supplier Diversity. He managed Supply Chain groups in the Category of Information Technology, Professional Services, Consulting and Contingent Labor. His wealth of knowledge has afforded him opportunities with SCE where he has worked cross functionally across the organization delivering successful sourcing initiatives achieving significant Prime and Subcontracting results for Diverse Business Enterprises. Prior to his career at SCE, Eric worked for AEGON USA, The Structure Group, The Walt Disney Company and KPMG.

Eric is a certified sourcing and contract negotiator; he received his Master of Business Administration from the University of Redlands. Eric is very active in his community and many professional organizations, Eric has sits on many boards where his leadership and strategic business acumen has afforded him the opportunity to network with many organizations where he has been able to pay it forward.

Super Star Business Panel Luncheon



Supplier Diversity Panel



Joseph F. Alderete
Director
Supplier Diversity
Southern California Edison

Joseph F. Alderete has been the leader of the Supplier Diversity Program for Southern California Edison for over 18 years. In this position, he oversees the Company's Women and Minority Business Program. He insures compliance with all CPUC rules and regulations, and all public law relating to women and minority procurements.

During this time, Edison International was named by Fortune Magazine as one of the top 15 companies in the United States for Asians, Blacks, and Hispanics, having won the highest percentage of spending with minority vendors.

He has worked for Edison for over 40 years. Before his current position, he worked in Procurement and Material Management as a Senior Procurement Agent, and was involved in the company's "Strategic Sourcing" effort. He has also worked in our Human Resources and Transmission and Distribution departments.

He is the past Chairman of the Edison Electric Institute Minority Business Development Committee. He is the current board chair of the Southern California Minority Supplier Development Council and the National Council of Minorities in Energy. And is a member of the Asian Business Association, the Black Business Association, the Latin Business Association, the California Hispanic Chamber of Commerce, and the California Black Chamber of Commerce, the California American Indian Chamber of Commerce, the California Latino Caucus Institute, and the U.S. Hispanic Chamber of Commerce.





Supplier Diversity Panel



Alma McMaster

Supplier Diversity & Development Program Manager
Southern California Edison

Alma McMaster is a Supplier Diversity & Development Program Manager for Southern California Edison and is responsible for Latino Business outreach programs.

Before coming to Edison in 2009, Alma spent 18 years in the automotive industry, serving 15 of those years as a Purchasing Manager for two of the largest Asian-owned automotive companies in the U.S.

Throughout her tenure as a Purchasing Manager, a portion of Alma's responsibility was developing and sustaining Supplier Diversity Programs. It was through this experience Alma realized that supplier diversity was her calling as it was a way to utilize her business background while fulfilling her desire to help the diverse business community succeed. Alma has been able to leverage her extensive knowledge of corporate procurement to develop, advocate and promote the advancement of diverse business enterprises throughout SCE and beyond.

Alma, a true advocate for Latino Businesses, works with and serves as a corporate advisor to many Latino Business organizations including the U.S. and California Hispanic Chambers of Commerce, many of their local chambers, as well as the National Latina Business Women Association-LA and has been recognized by many of these organizations for her efforts.

Alma is especially proud that in the last 3 years SCE achieved spend of over \$1.1 Billion dollars with Latino businesses. In 2013 alone, SCE reported spend with Latino Businesses of over \$511 Million dollars, which represented 14.6% of SCE's spend, the largest percentage of spend with any ethnic business group.



Supplier Diversity Panel



Tonia Burguess

Customer Relations Liaison
Department of General Services

Tonia is currently a Customer Relations Liaison with the California Department of General Services Communication and Outreach Branch. She has been with the Procurement Division since June, 2006. She also serves as the Department's Small Business and Disabled Veteran Business Enterprise (DVBE) Advocate. In this role Tonia assists Small and DVBE businesses with accessing state award contracts. In addition, Tonia acts as a lead analyst in planning and participating in small business workshops, and collaboration conferences that educate Small businesses and DVBEs, of the benefits available when working with State and local agencies.

Tonia has over 25 years' experience working in State Government in the areas of customer service, small business certification and outreach advocacy.



Carmen Bermudez-Bracy

Metropolitan Water District

Carmen has worked for the Metropolitan Water District for more than twenty years where she has been promoted numerous times in various positions to work with Metropolitan's Board of Directors and Executive Assistant to the Chairman of the Board. She was assigned to a special project to work with the Board of Directors and as the Executive Assistant to the Chairman from The Center for Water Education during the building and development of The Center in the city of Hemet. In her current position with Metropolitan's Business Outreach Department she is the Contract Compliance Accountability Administrator that tracks the use of SBE/DVBE's subcontractors by large primes and professional consultants on construction projects and consulting services. She is also one of the Certification Officers in Metropolitan's Small Business Certification process based on Federal NAICS codes.

Carmen attended Cal State University Long Beach and recently graduated from La Verne University with a B.S. in Business Management in May 2013. She is currently attending the Latina Leadership Academy in partnership with the Marshall School of Business at USC.

Super Star Business Panel Luncheon



Special Thanks To Our Attendees

- AcuSolutions
- Agile Sourcing Partners
- American Industrial Control and Electrical Supply
- AmPac Tri-State CDC, Inc.
- Auto Upholstery Masters
- BGI Worldwide Logistics, Inc.
- C Below, Inc.
- Cal Quest Investigations, Inc.
- California Fuels and Lubricants
- California Watershed Engineering
- Chery Carpenter
- CMDS, Inc.
- CME Refrigeration & Controls, Inc
- Crystal's Senior Services LLC
- David Ng Photography
- Department of General Services
- Dion & Sons, Inc.
- E2 ManageTech, Inc.
- Energy Efficiency
- Energy Outlet
- Everfield Consulting, LLC
- Hal Hays Construction, Inc.
- Hunt Ortmann
- ImprentalInternational Environmental Corporation
- Law Offices of Edward T. de la Loza
- Lazar & Associates
- LNL Solutions LLC
- Long Beach Gay & Lesbian Chamber of Commerce
- McGladrey
- MTGL Inc
- Multivista
- National Commercial Services
- NorCal pipeline services
- Optolight
- Optolight
- Pacific Coast Bolt
- Perera Construction
- Philatron Wire & Cable
- Prava Construction Services, Inc.
- Quigley-Simpson
- Sigma Services, Inc.
- Strategic Engagement
- Supplier Diversity Development
- Tenacious Staffing



Regional Hispanic Chamber of Commerce



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Together

We're Generating More Than Electricity

Southern California Edison proudly supports Diverse Business Enterprises through bidding opportunities, technical assistance and capacity building. We have spent more than \$4 billion with these firms over the last 4 years.

**Southern California Edison,
an Edison International company,
is proud to support the
Regional Hispanic Chamber of Commerce**

***Super Star Business Panel &
Speed Business Matchmaking 2014***

For information on Supplier Diversity
and Development, please visit our
website at: www.sce.com/sd
1-800-275-4962



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