

nglcc 
National LGBT
Chamber of Commerce



**CERTIFIED
LGBT BUSINESS ENTERPRISE®
(LGBTBE)**

2018 TOOLKIT

Make the Most of Your LGBTBE Certification

Certification as an LGBT Business Enterprise® (LGBTBE) is the first step to growing your business and expanding your client base through the NGLCC Supplier Diversity Initiative (SDI).

This toolkit describes best practices for certified LGBTBEs to compete successfully for corporate contracts, connect with other LGBTBEs, and access valuable educational resources.

NGLCC works with America’s top corporations to broaden corporate diversity and inclusion programs to include LGBTBEs. Seize the opportunity to get involved with the supplier diversity initiatives of NGLCC Corporate Partners.

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1. National LGBT Chamber of Commerce: An Introduction

Founded in 2002, the National LGBT Chamber of Commerce (NGLCC) continues to be the only national not-for-profit advocacy organization dedicated to expanding the economic opportunities and advancements of the LGBT business community. With more than 1,030 certified LGBTBE, nearly 200 corporate partners, and over 65 local, state, and international affiliate chambers, NGLCC is the largest LGBT business development and economic advocacy organization in the world.

NGLCC's ongoing mission is to connect our main constituency groups - LGBT-owned businesses, affiliate chambers, corporate partners, and government agencies - in order to advance opportunities for the LGBT business community.

SUPPLIER DIVERSITY INITIATIVE

Supplier Diversity – the proactive business process of sourcing products and services from previously under-utilized suppliers by major corporations – has been growing over the past 11 years. To advance LGBT Supplier Diversity and Inclusion programs, the NGLCC created the Supplier Diversity Initiative (SDI).

The SDI team facilitates the certification process for LGBT-owned businesses. They also funnel RFPs and procurement opportunities to our 1,010+ certified LGBTBEs, while developing the capacity of those businesses through workshops, webinars, and other educational opportunities.

CORPORATE RELATIONS

The Corporate Relations (CR) team works to foster and cultivate existing and potential relationships with our Corporate Partners. The CR team is often on the ground at Supplier Diversity conferences across the country and works with ERGs (Employee Resource Groups) within corporations. Quarterly meetings are held with the leaders of these groups to educate Corporate America about the benefits and importance of Diversity and Inclusion.

To offer LGBTBEs a range of development opportunities, the team works cross-departmentally to execute our Strategic Growth and Development Institute and our Mentorship Program, in which we pair LGBTBEs with Corporate Partners or seasoned LGBTBEs.

GOVERNMENT RELATIONS & EXTERNAL AFFAIRS

The NGLCC works on behalf of LGBTBEs to open up business opportunities and secure protections within government entities. The advocacy team led the ground campaign to pass the first public mandate requiring the inclusion of LGBTBEs in 2014, working closely with the Governor of Massachusetts to open up contracting opportunities for LGBTBEs, DOBEs, and VBEs.

The precedents have been duplicated in Pennsylvania, several local governments, and are pending legislative policies in New York and New Jersey. The Government Relations & External Affairs team also works closely with local affiliate chamber leaders to engage state, municipal and city governments across the nation to include LGBT business owners in any and all programs designed for diverse owned businesses.

AFFILIATE RELATIONS

There are at least 61 LGBT Chambers of Commerce across the globe advocating for the development of LGBT communities. The Affiliate Relations team cultivates and expands relationships with the leaders of those chambers in an effort to strengthen our goals and better offer avenues for advancement. In addition, the Affiliate Chamber Council (ACC) frequently meets to discuss how to develop local opportunities for small businesses in their respective metropolitan areas.

The Affiliate Relations team supports chamber leaders (along with our certified LGBTBEs) by providing information and resources about Supplier Diversity in order to increase opportunities for the LGBT business community.

ENGAGEMENT CENTER

The Engagement Center works to create expanded procurement opportunities for LGBT Business Enterprises through events, business-to-business connections, and improved technologies that link LGBT-owned firms and corporate buyers.

The Engagement team takes pride in providing white glove service by building genuine relationships with LGBTBEs. This allows them to more effectively match certified firms to opportunities with Corporate Partners, as well as help compatible LGBTBEs team up for tiered contracting.

NGLCC GLOBAL

NGLCC Global is the international division of the National LGBT Chamber of Commerce. It is a network comprised of lesbian, gay, bisexual, transgender, and intersex (LGBTI) Chambers of Commerce and Business Networks all over the world. It is devoted to promoting economic empowerment as well as inclusive economic growth for LGBTI people and LGBTI-owned businesses. As a network, it builds on the strengths of each chamber/network and shares best practices, while also developing a more thorough understanding of the challenges that LGBTI people and business owners face.

2. Access: MyNGLCC

MyNGLCC is your direct link to hundreds of Corporate-to-Business (C2B) and Business-to-Business (B2B) connections. Through this powerful database tool, you can maintain your LGBTBE certification, manage your profile, search for certified businesses and corporate partners, build relationships, and pursue business opportunities.

MyNGLCC will continue to grow with the organization, our constituents, and the diversity and inclusion movement. NGLCC is committed to providing the most innovative tools to serve the needs of LGBTBEs and corporate partners in facilitating connections online and sustaining business relationships. MyNGLCC is located at <http://my.nglcc.org>, and you can log in with the email address created during your certification process.

You will see three main sections when you enter the MyNGLCC portal:

BUSINESS PROFILE

Now that you have received your certification, your business is accessible to other LGBTBEs and NGLCC Corporate Partners through MyNGLCC. This online system provides NGLCC Corporate Partners the opportunity to directly access the NGLCC's database of certified vendors 24 hours a day, 365 days a year. In addition, your fellow NGLCC certified LGBTBEs can view your profile and reach out to you for B2B opportunities.

We recommend updating your Business Profile annually to reflect your current capacity. Your business profile is how the SDI and Engagement Center teams identify opportunities for new business with our corporate partners and other LGBTBEs. If you have any questions about your Business Profile, please reach out to <mailto:engagementcenter@nglcc.org>.

Keep Your Company Profile Up-to-Date!

- Click on “Business Profile” and “Edit”
 - **General Information**
 - Basic company information, including company name and headquarters address
 - **Revenue & Employees**
 - Although this field is not mandatory, including up-to-date revenue and number of employees in your profile can open your business to bigger opportunities. These data points are how our team will identify ideal opportunities based on your capacity
 - **Contacts and Owners**
 - How can potential clients reach you? Add contacts that will be visible on your company's profile page and can be exported from LGBTBEs searches
 - **Capabilities and References**
 - This is a vital part of your Business Profile. Update your North American Industry Classification System ([NAICS](#)) and United Nations Standard Products and Services Code ([UNSPSC](#)) capability codes, which are used by corporations to match your company with upcoming opportunities. Enter your company's narrative description and keywords, classify your company by industry, and list the

- industries in which you have experience. Please note that contracts and references listed are not publicly visible in search
- **Affiliate Membership**
 - Membership with your local NGLCC affiliate provides an additional layer of networking and educational opportunities. NGLCC affiliate members can renew their certification at no cost—a \$200 value!
 - **Diversity**
 - Include additional diverse certifications, such as certification through the [Women’s Business Enterprise National Council \(WBENC\)](#), the [U.S. Business Leadership Network \(USBLN\)](#), or the [National Minority Supplier Development Council \(NMSDC\)](#). Additional diverse certifications make your diverse-owned enterprise more attractive to supplier diversity professionals seeking to include all diverse communities in their procurement chains
 - Click through the tabs of your Business Profile and remember to click “Save” on all pages that you edit
 - Corporations and other certified LGBTBEs can view the following information about your company while using the MyNGLCC portal:
 - Company name and location
 - Contact information for the contacts and owners submitted through your Business Profile
 - Company description, NAIC and UNSPSC codes, keywords, primary industry, and industry experience
 - Annual reported revenue (if provided)
 - Other diverse certifications held
 - Scope of business

Please note: All other information provided during the certification and recertification process is visible only to NGLCC administrative users and yourself

MyNGLCC YouTube Pitch

- Add video content to your MyNGLCC Business Profile to show corporate partners what makes your company unique
 - Think of this as an elevator pitch. These videos should be 1-2 minutes and should introduce your business, tell your story, and highlight your product
- To add the video to your MyNGLCC Business Profile:
 - [Upload the video to YouTube](#)
 - Log in to your MyNGLCC account and edit the “Social Info” section of your business profile
 - Copy and paste your video link into the “Link to YouTube Pitch” box
 - To get your video link, click the “Share” button under the video, and copy the link provided. Do not copy the URL in the address bar. Check out this [YouTube tutorial](#) for more information

CERTIFICATION

- Keep your certification current so you do not lose access to your benefits as a certified LGBTBE
- Click “Certifications” to view your awarded certificate and expiration date
- Your certification is valid for 2 years
 - Around two months prior to your expiration date, you will receive a friendly reminder from the NGLCC SDI team to begin the renewal process
 - Begin your renewal process by clicking “renew,” and going through our simple recertification application
 - Once your re-certification application is submitted, it will be processed at our next National Certification Committee meeting. The NGLCC National Certification Committee convenes monthly

SEARCH

- Connect with other LGBTBEs and NGLCC Corporate Partners through our online database

LGBTBEs

- Click on “LGBTBE” to search for other LGBTBEs for B2B, Tier II, and teaming opportunities
- You can search other business by keywords, industry, NAIC code, UNSPSC code, state, industry experience, and additional diverse certifications

Corporate Partners

- Click “Corporate Partner” to search NGLCC’s nearly 200 Corporate Partners by name and/or industry
- Contact information listed for NGLCC Corporate Partners is provided by each corporation as the suggested primary point of contact for diverse suppliers; it will result in direct access to the corporation’s supplier diversity program

International Registered LGBT Suppliers

- In the search feature, you can download a spreadsheet of all registered international LGBT suppliers
- Connect and build your relationships to take your business global!

3. Brand Yourself as an LGBTBE

USE THE CERTIFIED LGBTBE LOGO ON YOUR MARKETING MATERIALS

As an LGBTBE certified through the NGLCC Supplier Diversity Initiative, you are now able to use the certified LGBTBE logo (hereafter referred to as the “Logo”). Use of the Logo indicates that you have met the criteria for NGLCC certification as an LGBTBE. If you do not maintain your certification, it expires, or is terminated, you must immediately discontinue use of the Logo.

You may download the below images to use for branding your website:



Recommended:

For high-resolution images and alternative file types, please visit <http://nglcc.org/nglcc-sdi-toolkit>.

When & Where to Use the Logo

- To indicate to your prospective clients that you have been certified by the NGLCC as an LGBTBE:
 - Business cards, collateral, and marketing materials
 - When you use the Logo online, be sure to link it to <http://www.nglcc.org/get-certified> so that your prospective clients can learn more about the certification
- The Logo must be used only for branding purposes; additional uses require separate permission from an NGLCC official
 - Requests for additional use of the Logo may be submitted via email at supplierdiversity@nglcc.org or via phone at 202.234.9181
- If your LGBTBE is a franchise, you must have the franchisor approve the use of the Logo before implementing it into your marketing efforts

- Use appropriate language to accompany your use of the Logo:
 - Brand yourself as a “Certified LGBT Business Enterprise” or as a “Certified Diverse” Supplier, Vendor, or Business
 - Do not use “minority”, “MWBE”, or other such term, unless your business has those additional certifications*
- * *These terms indicate membership of NMSDC (National Minority Supplier Diversity Council) and women-owned businesses, respectively.*

RESTRICTIONS

- You may use the Logo only as provided by the NGLCC. The minimum size of the Logo is 1 inch wide. Except for increasing size, the Logo may not be altered in any manner, including proportions, colors, elements, etc.; or animated, rotated, morphed, or otherwise distorted in perspective or dimensional appearance. Grayscale is acceptable if color printing is unavailable
- In order to maintain the integrity of the Logo and NGLCC branding efforts, you may not alter the Logo to incorporate any other object, including, but not limited to, other logos, icons, words, text, graphics, photos, slogans, numbers, design features, symbols, audio files, or video files. The preferred background color for the Logo is white
- To ensure the Logo remains independent from other branding or design efforts, please maintain the following spacing requirements: leave the minimum clear space around the Logo to frame it; the clear space should be one quarter the height or width of the Logo

CONTEXT

- Your name, trade name, or company name must appear on any materials where the Logo is used. The Logo cannot appear larger or more prominent than your name, product or service name, trademark or service mark, logo, or company name
- The Logo graphic, when used in a Web or other Internet application, must be linked to <http://www.nglcc.org/get-certified>; or it must be packaged with a separate text link to the “NGLCC Get Certified” URL
- The Logo may not be used in any manner that expresses or might imply NGLCC’s affiliation, sponsorship, endorsement, certification, or approval, other than as set forth by the NGLCC Supplier Diversity Standards and Procedures
- You may not display the Logo in any manner that suggests you are an employee of the NGLCC or in a manner that suggests that “NGLCC” is a part of your company name or direct affiliation. Your use of the Logo must clearly indicate that you are independent from the NGLCC
- The Logo may not be used as a design feature on any of your materials

Please contact the NGLCC at supplierdiversity@nglcc.org or 202.234.9181 with any questions about using the Logo on any other specific materials not stated above.

You may not use the Logo in any way other than as specified in the above guidelines. Failure to comply with these instructions may constitute the revocation of your LGBTBE Certification, or other action from the NGLCC as determined by the NGLCC National Certification Committee. NGLCC reserves the

right, in its sole discretion, to terminate or modify permission to display the NGLCC Certified Business Enterprise Logo at any time

WRITE A PRESS RELEASE

Distributing a press release is an effective way to spread the news that your company is certified. It provides the opportunity for your clients and customers to learn about what it means, beyond the logo.

If you would like guidance in writing a press release, please contact the NGLCC offices at supplierdiversity@nglcc.org or 202.234.9181.

At the end of your press release, please include the following standard paragraph about NGLCC:

The National LGBT Chamber of Commerce is the business voice of the LGBT community and the largest global not-for-profit advocacy organization specifically dedicated to expanding economic opportunities and advancements for LGBT people. NGLCC is the exclusive certification body for LGBT-owned businesses. www.nglcc.org

For NGLCC certified LGBTBE Letterhead, see Appendix A at the end of this toolkit.

[INSERT COMPANY LOGO HERE]



[COMPANY NAME] OFFICIALLY CERTIFIED AS LGBT BUSINESS ENTERPRISE (LGBTBE®) BY NATIONAL LGBT CHAMBER OF COMMERCE

For Immediate Release

[MONTH DAY], 2019

Washington, DC -- **[COMPANY NAME]** is proud to announce their recent certification as an LGBT Business Enterprise (LGBTBE®) through the National LGBT Chamber of Commerce (NGLCC) Supplier Diversity Initiative. The NGLCC is the business voice of the LGBT community and serves as the nation's exclusive certifying body for LGBT-owned and operated businesses.

*"We are so pleased to welcome **[COMPANY NAME]** to the ever-expanding network of NGLCC certified LGBT Business Enterprises and the hundreds of corporations and government agencies eager to put them to work," said NGLCC Co-Founder and President Justin Nelson and Co-Founder and CEO Chance Mitchell. "According to NGLCC's groundbreaking America's LGBT Economy report, America's estimated 1.4 million LGBT business owners, many of them NGLCC certified, add over \$1.7 trillion to the GDP and create tens of thousands of new jobs. We are proud to count **[COMPANY NAME]** among those who prove every day that LGBT businesses are the future of the American economy."*

[COMPANY NAME] is now eligible to participate in the NGLCC's corporate partners' supplier diversity programs, can take advantage of the vast educational opportunities promoted by the NGLCC, and can work to foster business to business relationships with other LGBTBEs worldwide throughout the year and especially at the NGLCC International Business & Leadership Conference.

"PERSONAL QUOTE," said **[COMPANY NAME] CEO XXX**. "Additionally, **[COMPANY NAME]** has been designated as an approved vendor of the Super Bowl LIII Business Connect program. We are one of 200 local diverse businesses in the Atlanta area identified as a certified, experienced special event production company approved to compete for contracts related to Super Bowl."

###

About NGLCC

The National LGBT Chamber of Commerce (NGLCC) is the business voice of the LGBT community and the exclusive certifying body for LGBT-owned businesses. With more than 200 corporate partners, and 62 local, state, and international affiliate chambers, NGLCC is the largest LGBT business development and economic advocacy organization in the world.

www.nglcc.org

NGLCC Media Contact

Press@nglcc.org

202.234.9181

About **[COMPANY NAME]**

[Insert boilerplate, no more than 50 words]

4. Preparing Your Business for New Customers

Now is the time to evaluate your internal and external processes. Many profitable companies have successful characteristics that are easy to identify and emulate. Below is an overview of some aspects to review when improving the operation of your business. Taking a thorough look at your processes before you start building relationships with new customers and bidding on contracts will set you apart from your competitors.

Evaluate Delivery & Quality Processes

- Be intellectually honest and ensure you have the right management team in place
- Be aware of what you don't know and surround yourself with the right people
- Establish integrity in how you manage your business – your future relies on your reputation
- Implement a strong quality control process that will allow you to evaluate your service and build effective follow-up

Focus on Operational Excellence—Effective & Efficient

- Have a living business plan with a strong marketing strategy for growth
- Focus on specific emerging markets and utilize new technology
- Deliver a more powerful service than the competition
- Simplify and ensure efficiency of operations and response time
- Invest in infrastructure and productivity
- Eliminate unnecessary bureaucracy and cut waste relentlessly – leaner is better!
- Value your client's time and your own
- Know your business and its capabilities

Monitor and Control Service Levels—Great Service is a Must!

- Service Level Agreements (SLAs) are fundamental to providers and recipients of service
- SLAs define the expectations:
 - Turnaround time and expectations of the customer's needs
 - Performance tracking and problem management
- Your customer service can be what sets you apart in a sea of similar products and services – relationships are everything!

Suggested Reading List:

- *Delivering Happiness* – Tony Hsieh
- *Blue Ocean Strategies* – Kim Marborgne
- *You Can't Not Communicate* – David Grossman
- *Minority Business Success* – Len Greenhalgh
- *Predictable Success* – Les McKeown
- *Business Inside Out: Capturing Millions of Brand Loyal Gay Consumers* – Robert Witeck & Wesley Combs

5. Building Relationships with Corporations

MANAGING EXPECTATIONS

- Corporations with supplier diversity programs maintain databases of certified diverse businesses seeking opportunities with Corporate America. These networks of registered, certified suppliers maintain strategic relationships between entrepreneurs and corporations. Supplier diversity professionals within these corporations employ their knowledge of certified diverse vendors to advocate on their behalf throughout the procurement process
- Corporations invest significant resources to create and maintain supplier diversity programs and expect a high level of quality from their diverse suppliers
- Most corporate supplier diversity programs are not government-mandated. Rather, they are consumer-mandated. Diversity has been called for, and Corporate America has answered with diversity and inclusion policies that stretch from marketing efforts and employment policies, to procurement and client relationships
- Corporations expect diverse suppliers to:
 - Add value to the organization
 - Be a partner in the relationship
 - Identify cost savings to the corporation
 - Provide solutions to business needs and have the necessary technical capabilities
 - Have a vested interest in the corporation's core services
 - Provide quality and service
 - Continuously improve services and products
 - Propose cost reduction
 - Provide excellent turn-around time
 - Have a proven track record for performance

PREP WORK

Ask yourself the following questions to determine if your business is ready to pursue corporate contracts and consider them each time you approach a new corporation:

- Is your company a good match to service the organization you are potentially targeting for business?
 - What are your strengths?
 - What are your weaknesses?
 - How is your company going to add value to the corporation/customer?
 - Understand the critical tasks and hurdles to seizing the opportunity
- Are there gaps between the customers' needs and your capacity?
 - Which jobs are truly profitable considering the necessary management, skillsets, and cost?
 - Do you have the infrastructure required to service the customer?
 - Do you have the technological capacity to handle e-Business, manage accounting electronically, meet corporate security standards, etc.?
 - How flexible are you?
 - Can you be responsive to short timelines for multiple corporate clients?
 - Are you staffed adequately to scale to a corporation's needs?

- How responsive is your company?
- Do you have the ability to make the long-term commitment, serve the customer, and provide the right solutions?
 - Are you prepared to be persistent when going after corporate clients?
 - Can you consistently provide high levels of quality and customer service?
 - Are you willing to align your business practices with a corporation's objectives?
 - Are you willing to grow in the same direction as the corporation?
- What is your financial stability and capacity?
 - Can you show prospective clients that you're running a smart, cost-efficient, productive process?
 - Are you able to provide cost savings to the corporation? If so, how?
- Do you have your two-minute commercial ("elevator pitch") ready to present?
 - An elevator pitch is an overview of an idea for a product, service, or project. You should be able to deliver your speech in the time span of an elevator ride – a maximum of 30 seconds, and in 130 words or less
 - An effective elevator pitch generally answers these questions:
 - What is the product, service, or project?
 - What are the benefits for the prospective client?
 - Who are you, and why will you be successful?

TOP RECOMMENDATIONS

1. Always do your homework first. **Research** the company with which you want to do business and make sure your business model is compatible with the prospective client
 - a. Review the 10-K on the company, obtain the company's annual report, obtain investor/analyst reports, and visit the company's website to review relevant and recent press releases
2. Follow the corporation's established procurement procedures. Generally, this entails registering online for a corporation's supplier diversity database and then following up with an email or phone call to the supplier diversity professional to determine next steps (contact information is available in the NGLCC database)
 - a. **Registering with a Corporation**
Use the "Search" tool in MyNGLCC to find Corporate Partners. A link to their supplier diversity portal is included in their profile
3. Make sure your MyNGLCC business profile and individual corporate registrations are filled out correctly and kept up-to-date. Include [NAICS](#) and [UNSPSC](#) codes and ensure keywords for your company's core products/services are listed concisely. If you are unsure of the quality of your profile, work with the NGLCC Engagement Center to enhance your profile, and ensure that you are notified of each corporate opportunity for which your business qualifies
4. Keep your supplier profiles updated, including contact information, certification, and capabilities. Make certain that the contact person listed in your profile is able to

execute a request for information (RFI) or request for proposal (RFP). Profiles include both those located in the NGLCC database and in individual corporate registrations

5. Identify any creative cost-saving measures that your business can provide for a corporation
6. Share your success stories with prospective clients and update supplier diversity contacts regarding changes to your business. Supplier diversity professionals are your advocates within corporations. Regular communication will keep you fresh in their minds; however, be mindful to maintain a reasonable balance and avoid pestering
7. **Be patient** (this is often the hardest point). It takes time for contracts to expire, and not all companies will be able to start at a Tier I level (direct contract). Some companies will have greater initial success pursuing Tier II opportunities (subcontracting from larger suppliers). Be open to a Tier II partnership as it is an opportunity to establish a relationship, and lay the groundwork for future opportunities
8. **Utilize NGLCC resources.** Take advantage of all networking and growth opportunities NGLCC offers its LGBTBEs, including attending the annual NGLCC International Business & Leadership Conference, participating in NGLCC's signature Mentorship Program, attending educational webinars, and engaging in local affiliate events
9. Create value by collaborating with other small companies, so you can be eligible for future contracts. For example, if an RFI or RFP requires services that your company does not provide, consider partnership with another company that will compliment your company's needs. It is valuable to have established relationships in place with other diverse suppliers **before** you need them
10. **Network, network, network.** Attend regional and national events and trade shows. If you have an opportunity to talk to a corporate representative at an event, tell them about your certification and that you have registered as a supplier in their system. Also, let them know that the supplier diversity professional from their corporation has additional information on your company for future opportunities

6. Business to Business (B2B) Opportunities

What is B2B?

- Connecting with other LGBT-owned companies for business opportunities
- Buying and selling products/services from fellow LGBTBEs, which results in:
 - Empowering the LGBT community economically
 - Increasing networks
 - Enhancing capacity as a result of partnerships
 - Making your business more attractive to corporations who are increasing their attention to and counting of Tier II spending

How to Connect with other LGBTBEs:

- MyNGLCC enables you to locate your fellow certified suppliers for B2B opportunities and potential collaborations
- Certified suppliers will be able to view a virtual business card that has your business name, website, product descriptions and commodity codes, other certifications, headquarters address, owner contact, and company contact
- To search for fellow certified suppliers, click “LGBTBE” on the side menu of the MyNGLCC portal.

What is Tier II business?

- Tier II business consists of a primary supplier (or Tier I supplier) who subcontracts and utilizes the product or services of another supplier (Tier II company) in order to fulfill a contract with a corporation

What is a Tier II supplier?

- A Tier II supplier supports a Tier I supplier in the delivery of products and services to a corporation

What is Tier II spending?

- Tier II spending consists of payments made to diverse businesses for the direct or indirect purchase of products and services by the Tier I suppliers pertaining to corporate contracts

7. NGLCC Signature Events

NGLCC INTERNATIONAL BUSINESS & LEADERSHIP CONFERENCE

NGLCC's annual International Business & Leadership Conference travels to a different region of the United States each year, and attracts thousands of corporate and supplier business professionals from across the country and around the globe.

The Conference is the best opportunity to meet corporate representatives and other LGBTBEs, and to attend educational seminars, workshops, and networking events geared to help your business grow. Past Conference sites have included Las Vegas, Palm Springs, Ft. Lauderdale, Dallas, and Chicago.



[VISIT OUR WEBSITE FOR
UPCOMING EVENTS](#)

NGLCC will send announcements about Conference dates and locations. We will alert you when registrations become available.

Affordability: LGBTBES enjoy an exclusive discounted rate in admission, special pricing on our partner airlines, and an exclusive rate at our venue. Take advantage of Early Bird Pricing to receive additional discounts, and don't miss out on being a part of the largest LGBT business event in the world.

PROGRAMS OFFERED AT THE CONFERENCE are a valuable part of your certification. These are exclusive opportunities offered to certified LGBTBEs at our Conference. In the past, our Conference has offered:

- **Matchmaker Meetings:** Pre-scheduled one-on-one appointments between LGBTBEs and corporate decision-makers, including purchasing representatives, supplier diversity professionals, and legal partners
- **B2B Bootcamp:** Pre-conference skill-building session led by an expert in maximizing business opportunities. Best practices, latest trends, and key pieces of advice are discussed in order to take your business to the next level
- **Keynote Speakers:** Plenaries bring world-class talent to discuss leading trends in business and supplier diversity
- **LGBTBE Reception:** An evening reception meant to welcome and acquaint you with the NGLCC family
- **Industry Clusters:** An opportunity to connect with certified LGBTBEs in similar commodity areas to explore strategic partnerships and teaming opportunities, and to facilitate the exchange of best practices
- **Sessions tailored to your goals:** From federal procurement to social media, there are sessions designed to fit your needs. LGBTBEs can take advantage of expert advice from representatives in all business arenas

NATIONAL DINNER

The NGLCC hosts its annual National Dinner in Washington, D.C. at the National Building Museum, which is another great opportunity to meet and interact with corporate representatives and other LGBTBEs while honoring the advances made by the LGBT business community throughout the year.

Each year, we honor our Certified LGBT Business Enterprises, Corporate Partners, and special honorees with awards for excellence in the LGBT economic sphere and the larger LGBT community. In 2017, we partnered with American Airlines to award the Matthew Sheppard Foundation with a \$25,000 donation to found the Matthew Shepard Fellowship program.



BIZ WEEK (NGLCC Global LGBTI Business Week)

Biz Week is a multi-day series of events that converges global leaders, economic development and human rights experts, governments, and the private sector to cultivate a more socially and economically inclusive world. Biz Week focuses on sharing new thought leadership and existing best practices for global LGBTI economic empowerment, entrepreneurship, and development.

PAST SIGNATURE EVENTS:

WASHINGTON PROCUREMENT FORUM (2012-15)

In conjunction with our National Dinner, the NGLCC convened the annual Washington Procurement Forum. The Washington Procurement Forum includes education on navigating the federal space, as well as a Federal Agency Matchmaker Fair to directly facilitate opportunities between LGBTBEs and federal agencies.

NGLCC LGBT BUSINESS BUILDER (2014-16)

The **NGLCC LGBT Business Builder** is a hyper-local business education and resource-sharing program in partnership with the U.S. Small Business Administration. Find a business builder event near you: <http://www.nglcc.org/lgbt-business-builder>

8. Drive Your Business Growth

RESOURCES & OPPORTUNITIES

- **Engagement Center:** The NGLCC Engagement Center is a powerful tool for you as a certified LGBTBE to grow your business. The Engagement Center engages LGBTBEs to get to know their companies beyond their profiles, allowing them to refer you to qualified corporate or tiered contracting opportunities with Corporate Partners and other LGBTBEs
- **Matchmaker:** Matchmaking opportunities are offered at the annual NGLCC International Business & Leadership Conference and throughout the year. These sessions provide LGBTBEs with the opportunity to have multiple one-on-one conversations with corporate supplier diversity and procurement professionals, as well as with other LGBTBEs. The NGLCC SDI or Engagement Center Team will notify you when matchmaking opportunities are available
- **NGLCC Mentorship Program:** The Mentorship Program matches certified LGBTBE applicants with corporate representatives from NGLCC's Corporate Partners and seasoned LGBT business owners to provide expert guidance and insight on focus areas identified by the LGBTBE protégé. By connecting LGBTBEs with experienced and committed mentors, the NGLCC Mentorship Program strives to support the growth and success of certified LGBTBEs
- **Webinar Series:** Listen in on various topics about leveraging your certification and growing your business. Call dates, topics, and details are updated monthly
- **Orientation:** An introductory informational session with a Supplier Diversity Associate. Targeted at businesses that are newly certified or are entering the certification process, these workshops provide an overview of how to make the most of an LGBTBE certification. Topics include instruction on navigating MyNGLCC and developing a business profile, information regarding programming and events, tips for driving business growth, and an overview of building relationships with corporate partners
- **Education:** Apply to NGLCC's Strategic Growth and Development Institute, a program designed to bolster the strength of small to medium-sized businesses. Benefit from top-notch education from our university partners hailing from schools such as UCLA Anderson School of Management and the Tuck Executive Education Program at Dartmouth College, as well as other industry specialists. We also have general business development scholarships available for you to use at your local college or university
- **Business Discounts** from NGLCC Corporate Partners who are vested in your success
- **National Industry Councils:** Learn more about NGLCC's National Industry Councils, which convenes NGLCC's corporate partners and certified LGBT-owned companies in specific industries to increase mutual business opportunities and advance LGBT inclusion in the

“My mentor provided invaluable insights that enabled my firm to gain more attention from other firms. I looked forward to our monthly calls and meetings that provided me with not only a fresh outlook but a more positive posture to move forward.”

--Joel Caducio, President of Specialized Pharma Analytics and 2011-2012 protégé.

these areas. Annually, LGBTBEs are invited to apply for a seat on these councils. We are always growing to meet the needs of our LGBTBEs; currently, NGLCC convenes the National Legal Industry Council (NLIC) and the National Construction & Related Services Council (NCRSC). For more information about these councils and to inquire about membership, please contact supplierdiversity@nglcc.org

- Apply for the **Supplier of the Year Award**. The winner of the award is recognized at the annual NGLCC National Dinner. The LGBT Supplier of the Year recognizes an exemplary certified LGBTBE for their outstanding achievement and contribution to the development and visibility of LGBT supplier diversity
- **Women's Business Initiative (WBI)**: Take advantage of the opportunities provided through the Women's Business Initiative (WBI), which seeks to provide networking and educational opportunities to LBT business owners, professionals, and students of business. For inquiries, email supplierdiversity@nglcc.org
- **Supplier Innovation Center**: When in our Nation's Capital, make it a point to visit the NGLCC's headquarters and the NGLCC Supplier Innovation Center, powered by Wells Fargo. With state-of-the-art equipment aimed at taking your business to the next level, you won't want to miss this center, which is designed entirely for you! Phone conferencing, high-speed Internet, video-conferencing, and a kitchen area are all at your fingertips

9. NGLCC Corporate Partners

Founding Corporate Partners



JPMORGAN CHASE & CO.



Corporate Partners

For our most current list of corporate partners, [click here](#).

AARP
Accenture
Act One Group
ADP
AEG
AIG
Akerman
Allstate
Altria Group
Ameren Corporation
American Meetings, Inc.
American Eagle Outfitters, Inc.
Ameriprise Financial
Amgen
Anthem, Inc.
Apple
AT&T
Bank of America
Barclays
Baxter International
Bayer
Blue Cross Blue Shield Association
Blue Cross Blue Shield of Massachusetts
BNY Mellon
BP America
Boston Scientific
Bristol-Myers Squibb
Caesars Entertainment
Capital One
Cargill
CBRE Group
CDW
Charter Communications
Chevron
Chubb Group of Insurance Companies
Cigna
Cisco
Citi
Citizens Bank
Citrix Systems
CLEARresult
Colgate-Palmolive

ConnXus
ConocoPhillips
Comcast | NBCUniversal
Corning
Cox Communications
CSAA Insurance
Cummins
CVM Solutions
CVS Health
Dai & Associates
DanoneWave
Darden Restaurants
Delhaize America
Dell
Delta
Diageo
Dun & Bradstreet
DuPont
Edelman
Eli Lilly
Enterprise Holdings, Inc.
Exxon Mobil
Facebook
Fannie Mae
FedEx
Fidelity Investments
First Data
Florida Blue
Ford Motor Company
Freddie Mac
Galloway, Johnson, Tompkins, Burr & Smith
Genentech
General Mills
General Motors
GlaxoSmithKline
Google
Grainger
Guggenheim Partners
Hallmark Cards
HBO
Health Care Service Corporation
Hewlett Packard
Enterprise
Highmark Health

Hilton Worldwide
Humana
Hyatt
Ingersoll Rand
Integrity Staffing Solutions
InterPublic Group
Intuit
John Hancock
Johnson & Johnson
Jones Lang LaSalle
JURISolutions
Kaiser Permanente
Kelley Drye
Kellogg Company
Kimberly-Clark Corporation
KPMG
L Brands
Liberty Mutual
Lockheed Martin
Major League Baseball
Marriott International
Marsh & McLennan Companies
MassMutual
Mastercard
Medtronic
Merck
MetLife
Meyer, Unkovic & Scott
MGM Resorts International
Microsoft
MillerCoors
Mondelēz
Monsanto
Morgan Stanley
NBA
Nationwide
New York Life Insurance Company
Northrop Grumman
Northwell Health
Novartis Pharmaceuticals Corporation
Office Depot
Pacific Gas & Electric Company
PepsiCo
Pfizer
PGA of America
PNC Financial Services Group

Principal Financial Group
Procter & Gamble
Prudential
PwC
Raytheon
RBC Wealth Management
RJ Reynolds
Rockwell Automation
SalesForce
Sanofi
Shell
Shire
Sodexo
Sony Pictures Entertainment
Southern California Edison
Southwest Airlines
Standard Insurance
Staples
State Compensation Insurance Fund
State Farm
SunTrust
SUPERVALU
T-Mobile
Target
TD Bank Group
Teva Pharmaceuticals
The Hartford
TIAA
TierPM
Time Warner Inc.
Toyota Financial Services
Turner Broadcasting
Turner Construction
U.S. Bank
Uber
United Airlines
UPS
USAA
USTA
Valeant Pharmaceuticals
Verizon
Viacom
The Walt Disney Company
Warner Bros.
WestRock

10. Supplier Diversity Glossary

For an additional set of definitions, please consult the NGLCC Supplier Diversity Initiative Standards & Procedures. Copies can be found by [clicking here](#), or requested from supplierdiversity@nglcc.org.

CERTIFIED DIVERSE SUPPLIER	A company that has been officially certified by one of the following organizations for their specific diversity status: <ul style="list-style-type: none">- NGLCC- NMSDC- USBLN- WBENC
CERTIFIED LGBTBE®	Being certified by the NGLCC as a lesbian, gay, bisexual, or transgender (LGBT) business enterprise means that a business has gone through an in-depth certification process that confirms the business is owned, operated, and controlled by an LGBT individual or LGBT individuals for the purposes of participation in the NGLCC Supplier Diversity Initiative.
CORPORATION	In this context, a corporation is any NGLCC Corporate Partner.
DIRECT 2nd TIER PURCHASES	A second tier supplier (or Tier II supplier) whose products and services can be identified directly to a corporation, but who invoices a first tier supplier (or Tier I supplier).
INDIRECT 2nd TIER PURCHASING	A second tier supplier whose products and services cannot be identified in support of specific requirements established by a corporation.
NMSDC	The National Minority Supplier Development Council (NMSDC) has been the national certification organization for ethnic minority business enterprises (MBEs) for more than 35 years.
PRIME SUPPLIER	A first tier supplier is sometimes referred to as a prime supplier.
TIER I	A supplier that invoices a corporation directly for good and services rendered by that supplier.
TIER II	A supplier that invoices a Tier I supplier to a corporation.
USBLN	The United States Business Leadership Network (USBLN) is the certifying body for businesses owned by persons with disabilities.
WBENC	The Women’s Business Enterprise National Council (WBENC) is the major certifying body for women-owned business enterprises (WBEs).

11. Celebrating 15 Years of NGLCC

The following highlights some of the noteworthy achievements of NGLCC:

- Groundbreaking “America’s LGBT Economy Report” published, highlighting the \$1.7 trillion impact of LGBT-owned businesses in America (2017)
- The [Billion Dollar Roundtable](#) (BDR) voted to expand the criteria in evaluating a corporation's billion dollar supply chain spend on diverse-owned businesses to include LGBTBEs (2017)
- The [Human Rights Campaign](#) (HRC) Corporate Equality Index (CEI) changed its standards to make LGBT Supplier Diversity a standalone, scored criteria (2016)
- Memorandums of Understanding (MOUs) signed expanding access to over \$13.8 billion in federal contracts for LGBTBEs; U.S. Department of Agriculture (USDA) (2016), U.S. Department of Housing and Urban Development (HUD) (2015), Department of Transportation(DOT) (2014), U.S. Department of Labor (DOL) (2013), U.S. Small Business Association (SBA) (2012), U.S. Chamber of Commerce (USCC) (2011)
- Massachusetts becomes first state to include LGBTBEs in contracting (2015) first-in-the-nation statewide inclusion of LGBT business enterprises enacted by MA’s Governor Charlie Baker with the guidance of the NGLCC
- Developed NGLCC’s flagship LGBT Supplier Diversity Initiative by creating the International LGBT Supplier Registration for LGBT-owned businesses outside of the United States (2015)
- LGBT Business Builder partnership established with SBA (2015)
- Passage of California’s AB1678 (2014), the first-in-the-nation public mandate requiring the intentional inclusion of certified LGBT Business Enterprises in contracting with CA Public Utilities
- NGLCC Global launched (2013)
- Spearheaded the launch of the National Business Inclusion Consortium (NBIC), forming working group of executive leaders from diverse agencies, including: NGLCC; U.S. Black Chambers, Inc.; U.S. Hispanic Chamber of Commerce; U.S. Pan Asian American Chamber of Commerce; U.S. Business Leadership Network: Disability at Work; WEConnect International; and the Women’s Business Enterprise National Council (2011)
- Created first-in-class LGBT Business Enterprise (LGBTBE) Certification, now in use by over 1/3 of Fortune 500, as well as federal, state, and local government supply chains nationwide (2004)

Appendix A: Letterhead



NGLCC Certified LGBTBE