



CHAMPIONS OF DIVERSITY NEWSLETTER

Fall/Winter 2016

FEATURES

IN THIS ISSUE

Sixth Annual Partner Operations Diversity Forum (at NMSDC) on Security

Cisco is leading a much-needed transformation in security and recently won **Best Security Company and Best Security Organizations**, so this year's technology forum had to be about cybersecurity. With the daily increase of threats to our business and personal data alike, conversations and justified concerns about detection and protection require addressing.

Cisco Senior Manager Madison Gunter III convened this year's technology forum by welcoming attendees and acknowledging their avid and growing interest in the changing IT landscape and the accompanying cybersecurity concerns they had expressed. [Continued on page 6.](#)

Partnerships That Work: Network Alliance and Cisco DBP

The words *partner* and *partnership* imply joint interests. The Cisco premier partner Network Alliance has joint interests, with Cisco as a value-added reseller, or VAR. Cisco Diversity Business Practices' Business Development Manager Melissa Holder has been working with Network Alliance CEO Melissa Killen since October 2015 and has discovered that the real value-add for Network Alliance is in its leadership. [Continued on page 9.](#)

Diverse-Owned Partners Win 19 Awards at 2016 Fall Partner Summit

Cisco Partner Summit times two. Cisco held its second Partner Summit of 2016 this fall, November 1–3. The three-day event was held in San Francisco and hosted more than 2300 partners representing 1000 companies worldwide and thousands more online. Why two summits in one year? CEO Chuck Robbins and the executive leadership team (ELT) wanted to share with partners exactly how and why Cisco is committed to their growth and profitability. [Continued on page 5.](#)

Global Offset and Countertrade Association Turns 30

Global Offset and Countertrade (GO&C), a sister organization to Diversity Business Practices (DBP) in the Cisco Worldwide Sales Strategy and Operations organization, was introduced to DBP stakeholders in the **2015 fall/winter newsletter**. GO&C makes sure that Cisco contributes to the local economies in which it conducts business.

With Cisco's decision to enhance its public sector strategy with localized country entities to sell directly to public sector accounts when required, GO&C sees an increase in offset proposals, either through direct sales or through contract flowdowns from its customers. [Continued on page 4.](#)

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National Minority Supplier Development Council (NMSDC)

United States Hispanic Chamber of Commerce (USHCC)

Western Regional Minority Supplier Development Council (WRMSDC)

Connect With Us

OUTREACH



Madison Gunter and Kathleen Trimble (Robert Half International) at 2016 WRMSDC Expo



Melissa Holder hosted the Cisco table at the 2016 GMSCD Spirit of Alliance Awards in Atlanta, GA.



The Western Regional Minority Supplier Development Council and MGM Resorts co-hosted the Las Vegas Supplier Diversity Best Practices Corporate Lunch & Learn. Pictured left to right: Scott Vowels (Apple), Veronica Manuel-Gilbert (Johnson & Johnson), Cecil Plummer (WRMSDC), Kenyatta Lewis (MGM Resorts), Madison Gunter (Cisco), and Rose Davis (WRMSDC).

TECHCORNER SPOTLIGHT

Features diverse-owned technology companies



Chaos Prime

Connectivity of Things for Digital Markets

Company name: *Chaos Prime Inc.*

Core business service/technology: Industrial Internet of Things (IIoT); connectivity platform for enabling highly reliable, ultrasecure, and scalable wireless industrial automation and control; IP design; low probability of extraction technology; wireless data management solutions for industrial wireless sensor networks (IWSNs); cooperation with industrial connectivity and semiconductor partners; and enabling motion control, real-time network management, mobile dashboard design, and more.

Elevator pitch: Industrial firms transform to digital enterprises demanding higher flexibility of business processes such as remote monitoring and predictive maintenance of critical operational machinery and equipment. Today's operational technology for industrial sensors is largely connected using wired solutions

(for example, Ethernet, Fieldbus). This fixed solution creates gaps between IT and operational technology systems, limiting gains from integrating processes and production systems to drive efficiency, quality, and productivity in their global markets. The next generation of industrial systems will connect things wirelessly. Plant managers and field engineers can quickly monitor and control production lines/robotics from any device in real time. This requires robust, highly reliable, and ultrasecure connectivity systems. Chaos Prime was founded in 2014 to commercialize its breakthrough wireless connectivity technology for industrial automation and control systems. This technology delivers a wireless chaotic waveform-based system, enabling the IIoT world. Chaos Prime has gained attention from leading connectivity and semiconductor suppliers in the market. Together with strategic partners, we will deliver a first fully functional prototype in 2017; the commercial launch of products will follow shortly.

Location: Corporate office in San Jose, California

Clients: Intel, SmartDCC (UK)

Year established: 2014

Service areas: Our primary go to market is in North America and later will include Europe. Here we target large initiatives such as manufacturing USA and industry 4.0.

Currently doing business with Cisco? No

Diversity classification(s): Minority owned

URL: www.chaosprime.com

Contact: Anthony Hill, CEO and president, ahill@chaosprime.com

#THE EDITOR'S CORNER

ELEVATING SUPPLIER DIVERSITY

MADISON GUNTER III

On the heels of his first literary success, *Don't Be Afraid to Call the Baby Ugly*, author Scott A. Vowels, PhD is working on his second book about supplier diversity that is sure to gain a larger following. *Hacking Supplier Diversity* is essentially a reboot of the business case for supplier diversity that is substantiated beyond theory. I have known Scott for a good number of years, and throughout our association, I have found Scott to be "all in" on championing, defining, and educating others about the importance of having a diverse supply chain; in having a sustainable program; and in growing and utilizing diverse-owned suppliers. Scott's experience, expertise, and commitment to this vertical are extremely admirable. We applaud Scott for elevating the discussion about and advocating for the best business practices for supplier diversity. I recently had the opportunity to discuss *Hacking Supplier Diversity* with Scott.

Madison Gunter III (MG3): So, Scott, tell me about *Hacking Supplier Diversity*. What is it about? How is it different from your first book?

Scott A. Vowel (SAV): Well, Madison, at the end of the first book, *Don't Be Afraid to Call the Baby Ugly*, I promised we would take a look at supplier diversity and try to elevate the conversation. *Hacking Supplier Diversity* focuses on three key areas: economic impact, ROI for supplier diversity, and the business case for supplier diversity.

MG3: Scott, you and I both know that you are known as a huge supporter for economic impact. With that being said, do you think economic impact could be a new metric on how corporations should be judged?

SAV: Definitely! I think we need to look in to some metrics other than spend. Don't get me wrong. Spend is very important, but there are other KPIs that should be taken into account, and economic impact is potentially one of them.

MG3: In your first book, I found the LGBTQ question about the inclusion of LGBTQ businesses as a minority business classification fascinating. Will you touch on that in your new book?

SAV: No, not this time. A few years ago, when I wrote *Don't Be Afraid to Call the Baby Ugly*, supplier diversity was at a different place. There is no longer any controversy. The LGBTQ community has the NGLCC as a certifying body, and organizations like the CPUC are already requiring companies to report LGBTQ spend.

MG3: Scott, will you be discussing supplier diversity goals and how they should support company revenue, customer requirements, and economic impact?

SAV: Absolutely! All of these are a part of why corporations have supplier diversity programs. But there is so much more to the business case. I would tell you now, but then you wouldn't go and get the book.

MG3: What are your thoughts on standardizing supplier diversity reporting by a third party that can be auditable?

SAV: That is a huge undertaking that we as an industry should look into. There could still be some allowance for variation based on industry, but we could start with some minimum standards that we could all agree on.

MG3: Do you think certified diverse businesses should have some type of designation that identifies them as successful?

SAV: No. Judging whether a business is successful is like judging beauty; it is in the eye of the beholder. However, from a technical assistance perspective, we should let the NGOs we support know the certifications (ISO, for example) and minimum standards we look for in our suppliers.

MG3: Are you more partial to reporting supplier diversity spend dollars or percentages, and why?

SAV: I think both are important because dollars alone can be deceiving based on a company's overall revenue. This is where I may go back to impact. How much are the dollars you are spending positively impacting the larger community? What is the percentage of diverse suppliers that are included on RFPs? Are you supporting the NGOs that align with your supplier diversity mission? These are just a few of the metrics or KPIs in addition to spend that that we should look into incorporating as a measure of supplier diversity program success.

MG3: Who is your target audience for this book?

SAV: I believe this book will aid those starting a program or new to their role as well as those of us who have been in it for a while and just need a handy resource. We can give this book to others in our companies who don't understand how important supplier diversity is to their business and to the community at large.

MG3: What inspired you to undertake this admirable and necessary task of educating and reeducating the business communities on the positive economic impacts of and the return on investment for supplier diversity?

SAV: I was the first to do economic impact studies for supplier diversity in 2013. This information provides empirical evidence and support for the positive impact supplier diversity has on the U.S. economy (job creation; tax revenue for cities, states, and nation). Ever since I've been doing this, supplier diversity professionals have been asking how to calculate the ROI for their program. We will be delivering that with this new book.

MG3: Scott, when is the planned release date for *Hacking Supplier Diversity*?

SAV: I will have it the hands of my editors by the end of the year. We are likely going the self-publishing route as we did with the first book, and it proved to be successful. This allows us to get the book out sooner. So to answer your question, I am shooting for early spring in 2017.



About Scott (Source: <http://www.scottvowelsphd.com/about/>)

Scott A. Vowels, PhD is recognized as a leading expert in the field of supplier diversity and is a frequent speaker and panelist on industry issues. Vowels currently manages the Supplier Diversity Program for Apple and is widely known within the supplier diversity network for successfully leading both the Northern California and Alabama Minority Supplier Development Councils to national prominence as president and CEO.

Global Offset and Countertrade Association Turns 30 Continued from page 1.

The GO&C team responds to requests for proposals (RFPs), develops capacity building and talent development programs, and manages an entrepreneur institute that develops entrepreneurs and small and medium business owners. The GO&C team is strategically involved with and connected to its peers in this industry, primarily through the Global Offset and Countertrade Association (GOCA), whose purpose is to promote trade and commerce between companies around the world and their foreign customers through a greater understanding of countertrade and offset. Established in 1986, GOCA recently celebrated 30 years of promoting global trade and understanding.

Learning, connecting, and sharing best practices with industry peers and customers are essential to the continued success of Cisco's public sector strategy. This past spring, Cisco, a GOCA member since 2009, participated and presented at the spring 2016 Global Industrial Cooperation Conference in Toledo, Spain. Conference attendees heard a presentation from the Cisco GO&C team titled "Creating Economic Impact: Public Private Partnerships."



Other U.S.-based companies presenting included General Dynamics, Raytheon, Textron Systems, and the U.S. Air Force JAG Corp. Conference goers and participants came from Belgium, Columbia, Finland, France, Israel, Malaysia, Norway, Peru, South Africa, Spain, Switzerland, Turkey, and the United Kingdom. These companies and countries have at least one of the following in common as members of GOCA:

- Are prime contractors engaged in manufacturing or providing services (other than offset services)
- Are subcontractors who supply components or services (other than offset services)
- Have incurred or anticipate incurring an offset or countertrade obligation as a condition of sale

GOCA conferences are held twice a year: in the spring and the fall. This year's fall conference was held in Montreal, Canada and attracted many

of the world's leading defense, aerospace, electronics, communications, technology, and power generation companies. Participants from both the public and private sectors convened to hear from government speakers who oversee their respective countries' industrial partnership programs and to brief attendees about developments with their respective procurement systems, industrial partnerships, and offset-related policies. This fall's attendance was estimated at just over 300.

Going forward, Senior Manager Madison Gunter III and Edrei Du Toit, a strategic offset team member located in South Africa, will continue to support Cisco's public sector strategy through global offset and countertrade activities and to collaborate, learn, and network with their peers and the GOCA.



Edrei Du Toit (Far left) joins colleagues at the 2016 GOCA Spring Conference in Spain.

"GOCA conferences are a great place to network and share best practices. It's a place where you can tap into others' experiences from different countries, get and share advice, and seek mentorship. By participating in these types of conferences, Cisco gets to share its resources with those who have offset obligations such as the cybersecurity academies and skills development programs, and it helps us expand our sales opportunities." –Edrei Du Toit

Read more about the Global Offset and Countertrade Association [here](#).

Contact Cisco Global Offset & Countertrade:
offset_countertrade@external.cisco.com.

OUTREACH continued



Classroom scene from the 2016 Las Vegas Supplier Diversity Best Practices Corporate Lunch & Learn cohosted by the WRMSDC and MGM Resorts



Members from Cisco supplier diversity teams attend the 2016 WRMSDC Annual Meeting & Holiday Luncheon themed "It's a MAD Holiday". Pictured L to R: Unni Nair, Madison Gunter III, and Christina Garcia



L to R: Cisco's Wole Oluyemi and Melissa Holder enjoy the 34th Annual GMSDC Spirit of Alliance Awards in Atlanta, GA with Marcus Black (Analysts International Corporation).



Melissa Holder (3rd from left) and fellow Cisco Executive Leadership Council participants (L to R: Scott McGregor, Karen Smith-McDonald, and Greg Bolden) enjoy "The Power of Inclusive Leadership" event in Washington, DC.

Diverse-Owned Partners Win 19 Awards at 2016 Fall Partner Summit

Continued from page 1.

The three-day event included a general session each day that was live streamed. The day one general session, themed "Unlocking the Digital Opportunity," was kicked off by Robbins. Executive Vice President Chris Dedicoat, Worldwide Sales and Field Operations, kicked off the day two general sessions, themed "Capturing Digital Growth," with Senior Vice President of Global Partner Organization Wendy Bahr. SVP and Chief Marketing Officer Karen Walker closed out the third and last general session, discussing the importance of customer service in everything we do.

In addition to announcements about new products that have a focus on security, data center, and collaboration, awards were made to partners who exemplify the best of the best. We congratulate all the award-winning partners, but especially our diverse-owned partners, who account for nearly \$2.8 billion of Cisco sales. The following is a list of the diverse-owned partner winners at the fall 2016 Partner Summit.



Learn More About The DP Winners

www.n2grate.com

www.netsyncnetwork.com/

www.shi.com

www.wwt.com

IN THE NEWS

DW Morgan Recognized with Excellence in Sustainability Award

For Cisco, promoting diversity and inclusion across our workforce as well as our supply chain is part of our core values. We also recognize that embracing diversity of ideas and experiences encourages innovation and fuels a competitive edge. Cisco is committed to a Supplier Diversity program that provides an inclusive business environment and opportunity for suppliers of all types, sizes, and backgrounds.

Meet the Four Nominees

DW Morgan: This certified minority-owned business is an active advocate for advancing supplier diversity and has consistently sought to mentor and support economic opportunity for other diverse businesses. As a supply chain transportation management partner to Cisco, DW Morgan has pursued innovative solutions to optimize the productivity of its distribution services while also promoting sustainability.

Celestica: This partner shares our goal to increase opportunity for certified diverse businesses in their own supply chain. Celestica has supported Cisco's efforts to improve its automated systems to more accurately identify qualified diverse suppliers and track both direct and sub-tier diverse spend.

Trans-Expedite: This certified woman-owned logistics provider has consistently responded to Cisco's needs this year, offering additional capabilities and customized solutions while delivering significant cost savings.

WoodTech: This certified small and minority business provides elegant surroundings for our collaboration products constructed of certified sustainably sourced wood and manufactured in an environmentally responsible manner in a factory operated on 100 percent solar power.



Maria Guerrero, VP, Sales (2nd from right) accepts award for DW Morgan.

This year, Cisco recognized DW Morgan as the winner of the Excellence in Supplier Diversity Award during the 25th Annual Supplier Appreciation Event. This prestigious award recognizes certified diverse suppliers that have demonstrated exemplary performance through outstanding quality, value, and service to Cisco. Eligibility for the award also includes suppliers that exhibit a leading commitment to advancing their own supplier diversity and inclusion initiative.

Sixth Annual Partner Operations Diversity Forum (at NMSDC) on Security

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Melanie Bragg, Senior Director, Cisco Customer and Partner Experience, greeted attendees, confirmed Cisco's commitment to diversity, and highlighted the importance of the Cisco partner network to the business and specifically the importance of the Cisco diverse-owned partner community to our business and ultimately to our customers' businesses that have strong supplier diversity initiatives. Melissa Holder, Business Development Manager, Cisco Diversity Business Practices (DBP), shared the evolution of the DBP organization over its 15+ years of existence, its recent inclusion of partner symposiums to introduce strategic diverse partners to customers, and how plans are under way to offer Diversity Business Practices as a service.

Our guests and colleagues heard from a leading Cisco global security sales strategist, Morgan Mann; Dan Vargas, a Cisco solution engineer team lead with SHI, a Cisco Gold Partner; and Derek Cantey, a seasoned supplier diversity professional with Wells Fargo, a Cisco customer.

Morgan Mann, Cisco security strategist, addressed detection and protection concerns and offered insights on how to get effective security now through simple open automated approaches, but not before he shared the following on current cybersecurity threats. Morgan also shared how pervasive hacking has become by showing an actual website where hacking services can be procured by virtually anyone for any reason. In light of this new service offering, the days of simply buying a box are long gone.

Our second forum speaker was Dan Vargas. Vargas is one of less than 100 people worldwide who holds a quad CCIE, a Cisco Certified Internet Expert in Routing/Switching, Security, Collaboration, and Data Center. Dan identified old and new security risks, reiterated the threat landscape as shared by Morgan, spoke frankly about the attack continuum or the ongoing vigilance businesses must maintain to protect their data and systems, and concluded with what businesses should invest in to detect and prevent unauthorized access to their IT environments.

Senior Vice President Derek Cantey, Corporate Supplier Diversity at Wells Fargo, concluded our security technology panel by sharing how important the right security solutions and measures are to businesses, especially the banking industry, and the types of phishing, social, and employment scams and threats that cybercriminals use to steal customers' sensitive information and even disrupt business services such as online banking temporarily. Cantey wrapped up his presentation by sharing the benefits Wells Fargo has received by doing business with Cisco and Cisco diverse-owned partners to protect their business data and that of their customers.

At the conclusion of the formal program, guests were invited to a networking reception to meet with Cisco executives, program speakers, and each other. This year's forum received one of its highest ratings for overall programming and business relevance.

Learn more [here](#).

Connect with [SHI](#)



CISCO DBP FORUM & RECEPTION GALLERY*

*2016 BOE, forum and reception photos taken by A Star's Photography, a certified MBE.



CONTRACTING NEWS

SBA Sets New Small Business Lending

The federal fiscal year (FY) 2016 closed September 30, with a significant increase in lending to women, veterans, and underserved communities. In FY16, the U.S. Small Business Administration (SBA) 7(a) loan program reached more than \$24.12 billion; the 504 program grew for the third consecutive year, and minority lending reached \$8.65 billion. With nearly \$28.9 billion in loans to small businesses, 70,000 plus loans in the 7(a) and 504 loan programs were approved by the SBA that supported more than 694,000 jobs.

7(a) Loan Program

The SBA 7(a) loan program is one of the SBA's flagship loan programs and provides comprehensive financial assistance covering the vast majority of small business needs, including working capital, fixed and intangible asset financing, and some revolving and term loans for export support. Why the increase in loans in this program? The SBA has worked at simplifying and improving access to its loan program for small loans.

504 Loan Program

In FY16, the 504 loan program grew by more than 10 percent, or \$4.74 billion, its third consecutive year of growth. The reauthorization of the 504 Debt Refinancing Program this past May contributed to the success of the 504 program. This loan program provides long-term fixed-rate financing to small businesses for the acquisition of fixed assets for expansion or modernization. Certified development companies (CDCs), SBA's community-based partners, administer the 504 loan program.

More about SBA's FY16 Record-Setting Lending

- 7(a) lending increased in dollar and volume to women-owned businesses (minority and majority owned) in the amount of \$7.3 billion.
- Loans to veteran business owners were up 4 percent over the previous year, surpassing \$1.36 billion.
- The SBA's Microloan Program, effective in helping very small businesses grow, broke records with a 14 percent, or \$60.57 million, increase in dollar amount and more than 18 percent increase in loan approvals.

Read the entire press release about the SBA's record-setting lending [here](#).

CONNECT WITH US



OUTREACH GALLERY

2016 Partner Operations Diversity Forum & Reception



2016 WRMSDC Annual Meeting & Holiday Luncheon



2016 NMSDC BOE



California Black Chamber of Commerce 2016 Ron Brown Business Summit



2016 USHCC Annual Convention



Partnerships That Work: Network Alliance and Cisco DBP continued from page 1.

Taking Partnership to the Next Level

Hands on is a term that has been used to describe Killen, followed by the terms *strategic, aggressive, and responsive*. Network Alliance's business and partnerships have experienced significant gains over the last months, chiefly because of Killen's commitment to take the firm's partnerships to the next level. What does "next level" look like? Think process improvements. Think new technology adoption, lead generation hires, new operations schedules, increased and strategic customer contacts, and more focused pipeline pursuits. All of these things have led to a more than 50 percent increase in Cisco business inside a year for Network Alliance.

"Participating in a monthly business review with Melissa Holder, business development manager for Cisco Diversity Business Practices, has been a helpful aid in Network Alliance's new growth initiatives because we are able to reflect on our business development strategies, document and explain what worked and what didn't, discuss trends in the marketplace, and hold ourselves accountable for new growth." —Melissa Killen, Network Alliance, LLC



Like any business, a reboot of energy, efforts, and ideas is always needed to make sure of continued successful operations with growth. And like any successful business, the leadership is required to be flexible, innovative, courageous, and committed to steering the company to its next level of success. Killen was completely open to partnering with Holder to assess her current business state and forging a strategic path for a successful partnership. Network Alliance under Killen's leadership found success in Cisco white space accounts.

"Melissa and the team at Network Alliance are the epitome of a partner relationship. Melissa saw the vision of working within Cisco's white space accounts and took the partnership to a new level. She and her team not only participated in strategy sessions held by the account team and participated in call campaigns, but also took any feedback received and came up with a solid solution. In the short time that I have worked with Melissa, she has

hired a lead generation specialist and a business development manager, who are focused on growing the pipeline. In a short amount of time, Melissa's team has been able to set over 50 appointments and generate revenue in excess of \$1M. Within white space accounts, this is a phenomenal feat. I continued to be impressed with what Network Alliance brings to the table. They are a top notch organization with a team who is supportive, professional, and aggressive. I can't wait to see what they have in store for us next." —Melissa Holder, Cisco

About Melissa Castro Killen, President, Network Alliance, LLC

Network Alliance's leader, Melissa Killen, brings both management and legal expertise to the business. With a consistent and passionate commitment to the betterment of her business, her community, and herself, she has served on various business and civic boards, served as an advisor to local municipal and school entities and committees, participated in small business boot camps and mentoring programs, and received recognition from various groups for her community service and professional achievements.

Learn more about Network Alliance, LLC here: <http://www.network-alliance.net/>.

TEAM NETWORK ALLIANCE, LLC

Network Alliance Executive Leadership Team



L to R: Rod Tanner, Strategic Partnership & Sales Consultant; Melissa Castro Killen, President; Sebastian Test, Principal Consultant; and Stephanie Stephens, Business Development Consultant.

Network Alliance Graduates from City of San Antonio Mentor Protégé Program



L to R: Rod Tanner and Melissa Killen pose after graduating from the City of San Antonio Mentor Protégé Program.



network alliance

DPB PROGRAMS

CP² Executive Speaker Series: Collaboration

Collaboration was the theme of the last 2016 Cisco Protégé Program (CP²) executive speaker series event of the year. At Cisco, we believe that by working together, people can achieve extraordinary things. Collaboration with technology empowers people to engage and innovate anywhere, on any device. Customer satisfaction, productivity, cost control; employee engagement, and innovative growth are all possible through the right collaboration solutions.

Our guest speaker, Area Vice President Larry Satterfield, bringing more than 25 years of sales management and team development to his role and numerous successes in the field of collaboration to Cisco, challenged our event invitees to consider the following as consumers, business owners, and thought leaders:

- How can collaboration improve the efficiency of the way you currently work?
- How can it improve your relationship with customers and other stakeholders?
- How is mobility affecting your work?
- How will you most likely work in the next 10 years?

On the day of the event, Satterfield opened the one-hour WebEx event by reminding us that collaboration is not just voice and video, but a combination of team communication and productivity tools. Collaboration is a \$60 billion business. As the world becomes more digital, not all tools and products are collaborative. So what's needed to be truly collaborative? "Technology must be designed for openness, scale, and interoperability. It must be easy and inspiring to use, for anyone, everywhere, at any time," Satterfield affirmed.

Our guest speaker concluded that cloud plus mobile would define the new collaboration era and even shared with our event attendees a planned product introduction that will appeal to the masses, both users and information technology specialists.

Satterfield's expertise in and passion for collaboration technology afforded him an opportunity to be featured as a guest technology editor in the premiere issue of *Diversity Professional Magazine*.

Connect with Larry



AVP Larry Satterfield, Cisco Spark Video Sales, Cisco

People are talking about the CP² Collaboration event...

"Larry Satterfield got me thinking.... When I first began supporting Cisco, 10 years ago, in the service provider space, one driver directing the marketplace was the triple play of combining voice, video, and data. And Cisco's next generation of products was the solution for this: DWDM, switching, and routing. Today, mobility, cloud, and SDN are some of the drivers directing the marketplace. Mobility is affecting the infrastructure our service providers are deploying; it's affecting how we work and, even more so, how we socialize. Cloud has completely redefined how industry and now individuals store and retrieve data. I think SDN is the perfect synonym for collaboration: openness, scale, and interoperability. Larry reminded me that cloud plus mobility will define the new collaboration. SDN will define how it gets delivered in the future. It was enlightening and put relevance to planned Cisco product introductions. I can't wait to see what happens in the next 10 years." –Dan Blaney, Director of Sales, Telamon Corporation

IN THE NEWS continued

Gunter Wins Exemplar Award

The Western Regional Minority Supplier Development Council (WRMSDC) held its 38th annual meeting and holiday luncheon earlier this month at the [Blackhawk Automotive Museum](#) in Danville, California. This was an apropos venue for this year's "It's a Mad Holiday" themed event, which welcomed guests to dress from the '50s and '60s. Think *Mad Men*.

Following MBE-to-MBE connections, a keynote address to MBEs, and the state of small business address, the WRMSDC presented its 2016 Advocate Awards.



Cisco's Madison Gunter III, past WRMSDC chairman, was recognized as one of this year's awardees. The WRMSDC awarded Madison the Exemplar Award. This advocate award is bestowed upon a corporate member who has gone above and beyond in

supporting the Council as an advocate to other corporate members and a partner in our events and has been, in all ways, an example that others should strive to follow. Other corporate and MBE advocates were awardees on this day as well and are listed below. Congratulations to you all!

- Paragon Award:** Scott Vowels, Apple Inc.
- Guardian Award:** Melinda Garcia, Garcia & Gurney ALC
- Nevada Engagement Award:** Oscar Aliaga, Codale Energy Services & Supply, LLC
- Collaborator Award:** Union Bank
- Development Award:** Sonu Ratra, Akraya
- Rising Star Award:** Shiloh Event Management
- WRMSDC Support Award:** Federal Reserve Bank of San Francisco
- Advocacy Award:** Lisa Castillo, AT&T
- Partner Award:** Tanya Nixon, Kaiser Permanente

WBDC Dedicates Technology Lab

When Von Technologies and Cisco assessed and agreed to provide a solution and services to address the Women's Business Development Center's (WBDC's) Chicago troubled technology infrastructure, Michelle Vondrasek, president, Von Technologies and Madison Gunter, senior manager, Cisco accepted the heartfelt thanks from Emilia DiMenco, president and CEO of the WBDC. As it turns out, DiMenco, her team, and her clients thought the heartfelt thanks wasn't enough to show their appreciation. The WBDC also elected to dedicate its computer lab to Von Technologies and Cisco in a brief ceremony this fall, complete with a plaque recognizing the donation.



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