



Diversity and Inclusion in Action

Moderator: Natasha Royer Coons, Advantix
Rachel Almodovar, UC San Diego Library
Andrea Miner, TechData
Denise Booms-Pepin, CBI Telecom
Charlie Yielding, G Squared Wireless

11:40 PM

35 Min



VIRTUAL FALL
CONFERENCE

OCT 21 & 22, 2020

Natasha Royer Coons

President of ETMA
Chief Revenue Officer,
Advantix



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Rachel Almodovar

Training & Organizational
Development Coordinator
UC San Diego Library



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Diversity, Equity & Inclusion Action Steps

- Incorporate Strategies into Annual Goals
- Report on Progress
- Measure your Success



Graphic by Free Press/Free Press Action Fund
[Diversity in Media Ownership - Flickr](#)

Andrea Miner

Director, Consulting Services
IoT & Data Solutions,
Tech Data



TechData

ETMA

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Our Diversity & Inclusion mission

*"By embracing the **diversity** of our colleagues around the globe and cultivating an environment of **inclusion**, we enrich our company, culture and communities."*

On the Docket



2020 Educational Series



Hub & SharePoint



Pronouns in Branding Guide



Panel Discussion





Leverage Community Resources

Tech Data Patriots

- USF Veterans Success Program
- Hiring our Heroes

Elevate

- CASA
- Girls Scouts STEMapolooza
- PACE school for girls

Beacon

- St. Pete MLK Day Family Fun Day
- Pinellas Urban League

Spectrum (LGBTQA)

- Tampa Bay Diversity Chamber of Commerce
- Equality FL

Fuerza

- Hispanic Alliance

Denise Booms-Pepin

Board Member, ETMA &
Chief Executive Officer, CBI



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From recent RFP's:

- “Note your company’s policy and position regarding supplier diversity.”
- “Describe your company’s diversity goals and progress to date.”
- “Quantify Supplier Diversity goals for this proposal your company’s with specific examples of expected participation.”
- “State your commitment for reporting diversity progress on a regular basis.”



Quotes from Supplier Diversity Professionals:

....Sr Buyer Fortune 50 Finance

*....Supplier Diversity Director Fortune 500
Manufacturer*

Quotes from Fortune 500 CEO's:



There were two important but less obvious developments that occurred during 2019 that I want to highlight: First, BorgWarner joined a growing coalition of more than 800 CEOs that have come together for CEO Action for Diversity and Inclusion in the workplace. I am committed to cultivating a workplace where diverse perspectives and experiences are welcomed and respected. For BorgWarner to remain an innovative, global leader, we need to include all possible talents and attract, develop and retain the best people. A common denominator across these issues is access, and so our strategy includes access to leaders and mentors to ensure all are invited, and their contributions are valued.

FRÉDÉRIC LISSALDE
President and Chief Executive Officer

Charlie Yielding

CEO, G Squared Wireless



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Although we cannot congregate, we still must motivate to innovate.

- How does being inclusive help in adapting roles and responsibilities to fit a WFH model?
 - Walking the walk builds trust with employees from day 1, D&I is a cornerstone of that walk.
 - Employees are more responsive to change and submit innovative ideas for improvement.
 - Proactive communication strategies allow for visibility and implementation of these new ideas.



Rachel Almodovar

Training & Organizational
Development Coordinator
UC San Diego Library



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What is ETMA?

- ETMA, the Enterprise Technology Management Association, is an independent non-profit association established by Solutions Providers for Solutions Providers.
- Purpose: elevate the industry, help members develop standards, best practices, and network.
- Core Values
 - Sharing/Networking / Neutral Ethical / Openness Adaptability
 - Engagement/ Participation / Idea Exchange / Peer Learning
- All actions are designed to serve member companies, not to profit from them.

- **Help members grow through a network of ecosystem partners, sales channel expansion, and alliance partnerships.**
- **Grow the size of the Enterprise Technology Management market.**
- **Promote the industry to enterprises, carriers and analysts.**
- **Foster ongoing performance improvement through open industry standards and best practices.**
- **Promote fair, ethical business practices to ensure a positive industry image, and take action on ethics complaints.**
- **Influence and educate enterprises of the value proposition and to reduce the time it takes to close deals and avoid “no decision” situations.**

Opportunities for: C-Level networking, business development and collaboration to....

1. Help members grow through a network of ecosystem partners, sales channel expansion, and alliance partnerships to extend their capabilities through partnerships or sell capabilities to business partners.
2. Gain knowledge and innovative ways to increase their firms' profits.
3. Increase market intelligence, learn new trends.
4. Buy a competitor, sell their firm or raise capital to expand.
5. Shape the industry's future, with a seat at the table .
6. Raise their industry profile through ethics and industry standards.
7. Support ETMA's mission of advocating for the industry.
8. Show internally and externally attainment of an important milestone and maturation of their company through membership in the industry association.
9. Raise their stature in the industry through ETMA membership.
10. Partner with ETMA's PR social media activities to help grow your brand awareness and SEO.

1. Members are featured in press releases and other items, subject to editorial review.
2. The ETMA website features members' logos, blogs, and case studies with links to their website driving traffic and leads.
3. Members can use the ETMA logo on their website and include membership in marketing and sales materials.
4. ETMA's website accepts members' RSS feeds to news automatically posting summaries and links.
5. ETMA's members may participate in its LinkedIn group open to members and enterprises.

1. ETMA will promote members' perspective & develop thought-leadership material.
2. Help members with SEO, increased website traffic, and raise your profile.
3. Promote on social media 200,000 + viewers on Twitter and LinkedIn.
4. ETMA will interview or simply record and post the podcast. You provide the SME.
5. Members will receive a link that can be posted on their website for the podcast.
6. No cost for ETMA members to participate.
7. Sign-up "first come first served."

FIND YOUR NEXT STRATEGIC PARTNER/ETMA Market Place for members to find partners and identify capabilities that firms want to sell, buy or license.

ETMA Market Place established so members can load Offers and buyers search for them. Transformation: members can make Requests for any capability and receive responses from all interested registered participants. Creating new class General Capability product offers.

Create profile of categories you are interested in receiving emails.

When a General Capability Request or Bill Reader Request is entered into the system, ALL registered users receive an email from the system (based on their user profile selections).

ETMA EXECUTIVE BOARD



Natasha Royer Coons
ETMA President
CRO Advantix



Joe Basili
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Denise Booms-Pepin
CEO, CBI

WHAT OUR MEMBERS SAY



“We are ETMA members now in our 8th year. We held out on joining for three years. ETMA membership and meetings are valuable to our firm. Also, we can track many more new dollars to our top line thanks to ETMA.”

“We came to the meeting with a set of expectations about ETMA benefits and found a new set of reasons why membership was worthwhile.”

“The industry is marked by constant change. New challenges and opportunities are always emerging. Active participation with ETMA allows us to consistently build value for clients through key relationships and industry best practices.”

“Great conference... Myself, my CIO, and VP of strategy all got a ton out of it. We will definitely catch future ones... Thank you and great job...!”

“Gathering the “critical mass” of 50 + competitors together to discuss this industry is unique. It was surprising to learn about opportunities to network and partner. It turns out there are many areas where we don’t compete and will seek to partner.”

1. Why Attend <https://youtu.be/7Q9Eg6TJMRk>
2. Membership Benefits <https://youtu.be/Tmsl3lPn1KA>
3. ETMA Ethics Code <https://youtu.be/BLOcNk00lgQ>
4. Reasons to Join <https://youtu.be/J1jzRNiyQtQ>
5. Conference Highlights <https://youtu.be/hZhL8RoBvME>

ANNUAL DUES

\$6,000 for firms with \$5M+ annual revenue

\$3,500 for firms up to \$5M annual revenue

DUES INCLUDE ETMA Conferences **MEMBERS CAN SEND UP TO FOUR PEOPLE....**

ADDITIONAL COLLEAGUES can attend the meetings for approximately \$850/each

APPLY TO BECOME AN ETMA MEMBER <https://etma.org/etma-member-application/>