



2003 Annual Report
... for our members

Helping Business Grow
Through Vibrant Employee and Supplier Diversity Initiatives

Our Mission

To provide strategies for the business community that create inclusion in the workforce for talented minorities and supplier procurement opportunities.

Our Vision

To create a more inclusive, welcoming and successful environment for minorities at all levels of St. Louis business and to increase opportunities for minority suppliers by developing, sharing and building on best practices.

Welcome to the first St. Louis Business Diversity Initiative annual report - an overview of our performance and activities in promoting diversity in major St. Louis businesses. More than 125 businesses and organizations are Diversity Initiative members working to broaden and deepen relationships between their corporations and their minority suppliers and employees. The Diversity Initiative is a collaborative effort of Civic Progress, St. Louis Regional Chamber and Growth Association, The Regional Business Council, FOCUS St. Louis, St. Louis Minority Business Council, St. Louis 2004 and Leadership Council Southwestern Illinois. The sponsors and members are dedicated to creating a more diverse workforce and building more robust business with minority suppliers.

The last year has been full of challenges and opportunities. This report highlights activities taking place which encourage and empower our region's businesses and communities to embrace and value diversity. Diversity is key to the economic growth and development of the St. Louis region. The Diversity Initiative's action plan is comprehensive and will take time to implement but members are committed to ongoing efforts to improve their performance as inclusive employers and business partners. Near term, progress has been made in several areas:

- The membership in the Diversity Initiative has increased from the Initiative's launch in 2001 from 100 companies and organizations to 128 companies and organizations today...a 28% increase.
- More than 1200 participants have benefited from Diversity Initiative events and programs.
- More than \$53 million in new contracts have been entered with 42 minority businesses by 7 members of the Purchasing Officers Network.
- The Diversity Officers Network partnered with FOCUS St. Louis to launch a corporate pilot of the BRIDGES Across Racial Polarization interracial dialogue project in January 2003 with 24 individuals participating from Monsanto Company, SBC, Energizer, Edward Jones and Charter Communications. The members were organized into four cross-company teams that meet monthly. In addition, some corporate BRIDGES participants attended diversity-related community events.
- The Diversity Initiative led a customized two-day training session titled: "Integrating Diversity Policies into a Changing Business Model" with members of The Regional Business Council. Topics focused on: how diversity policies fit into an organization, communication of the policies, effective policy statements, policy development and building a diversity business strategy.
- As a result of a strategic planning session conducted in February 2003 with RCGA Leadership Circle members, the Diversity Initiative gained two key partners – BJC and Metro and work has been done to help shape policy in these organizations.
- The Business Diversity Initiative website continued to be a popular source for resource information, news, events and announcements. The site recorded 402,966 total hits and 45,000 total visits. The average visit length was 11 minutes.

Diversity is a competitive advantage! We look forward to a productive, engaging and successful 2004. We would like to thank all the individuals, corporations and organizations that make it possible for the St. Louis Business Diversity Initiative to continue its emerging tradition of leadership and begin to make a real impact in making St. Louis business more inclusive.

Valerie E. Patton
Director

Those Who Make It Happen

We would like to thank the following corporations and individuals for their generous support of the St. Louis Business Diversity Initiative in 2003. The following provided meeting space, co-sponsored training sessions, and printing along with other services to the Diversity Initiative. Their investment in our organization demonstrates diversity leadership and a genuine commitment to improving the St. Louis region. Special thanks to Civic Progress for funding, RCGA for office space, accounting services, web design/management services and the Regional Business Council for support.

A. G. Edwards	Famous-Barr	Millennium Digital Media
AAIM Management Association	Fleishman-Hillard	Monsanto
Adam's Mark	Fontbonne University	Nestlé Purina PetCare
Alberici Group	Fred Weber	Olympians
Allegiant Bancorp	G. A. Sullivan	Osborn & Barr Communications
Ameren Corporation	GenAmerica Financial	Paric
American Red Cross	GenCorp	Paul Flum Ideas
American Water	GKN Aerospace Services	Peabody Energy
Anheuser-Busch	Graybar Electric	Plaza Motor Company
Arcturis	Group Health Plan	PricewaterhouseCoopers
Argosy Gaming	Guarantee Electric	Ralcorp Holdings
Armstrong Teasdale	Harbour Group	Renaissance St. Louis Hotel
Bank of America	Harris-Stowe State College	Reuters America – St. Louis
Bank of Edwardsville	HBE Corporation	Saint Louis University
BJC Health Care	HealthCare USA	Sara Lee Bakery Group
Blue Cross and Blue Shield of Missouri	Hellmuth, Obata & Kassabaum	SBC Southwestern Bell
Boeing Company	Holland-Hinrichs Construction	Schnuck Markets
Boldt Brothers Building Maintenance Company	Husch & Eppenberger	Southern Ill Univ. Edwardsville
Brown Shoe	IBM	SSM Health Care
Bryan Cave	Illinois-American Water Company	St. Louis American
Cap Gemini Ernst & Young	Impact Group	St. Louis Cardinals
Casino Queen	Infinity Broadcasting	St. Louis Metropolitan Police Department
Central States Coca-Cola Bottling	Ingersoll-Rand	St. Louis Post Dispatch
Centric Group	Innsbrook Corporation	St. Louis Rams
Charter Communications	Jacobs Engineering Group	St. Louis Regional Chamber & Growth Association
CitiGroup	John Fabick Tractor	St. Louis Science Center
Coin Acceptors	Kellwood	St. Mary's Hospital of East St. Louis
Coldwell Banker Gundaker	Korte Company	Stifel Nicolaus & Company, Inc.
Color-Art Office Interiors	KPMG	Systems Service Enterprises, Inc.
Commerce Bank	Kupper Parker Communications	TelTemps Training Resources
Dial Corporation	KWAME Building Group	Tenet Healthcare
Deloitte & Touche	Laclede Cab	Thompson Coburn
Deutsche Financial Services	Laclede Group	Tyco Healthcare/Mallinckrodt
Development Strategies	Lincoln Industrial	U. S. Bank
EDS	Lou Fusz Automotive Network	UMB Bank
Edward Jones	Magellan Behavioral Health	Unigroup
Energizer	Maritz	Union Planters Bank
Enterprise Rent-A-Car	MasterCard International	University of Missouri-St. Louis
Environmental Management	May Department Stores	Washington University
Ernst & Young	McCarthy Building Companies	Watlow Electric Manufacturing Company
Express Scripts	Merisant	Webster University
Fair Saint Louis	MetLife Auto & Home	World Wide Technology
Falcon Products	METRO (formerly Bi-State)	
	Metropolitan St. Louis Sewer District	

St. Louis Business Diversity Initiative Advisory Council

This council meets 2 – 3 times per year to provide strategic guidance to the Diversity Initiative.

Benjamin Akande

Dean School of Business & Technology
Webster University

John Bachmann

Partner
Edward Jones

Barbara Bartley-Turkington

President
Newco Flooring Systems

Cynthia Brinkley

President
SBC Missouri

Anna Crosslin

President & CEO
International Institute

Terry Gloriod

President
Illinois-American Water Company

Jim Havel

Managing Partner
Ernst & Young

Juanita Hinshaw

Senior VP, Chief Financial Officer
Graybar Electric

Robert McCoolle

President
Alberici

Kathy Mazzarella

Vice President Strategic Planning
Graybar Electric

Deborah Patterson

President
Monsanto Fund

JoAnn Shaw

Vice President & Chief Human Resource Mgr.
BJC HealthCare

Peter Sortino

President
St. Louis 2004

David Steward

President & CEO
World Wide Technology

Donald Suggs

President and Publisher
St. Louis American

Tony Thompson

President & CEO
KWAME Building Group

Jan Torrisi-Mowka

President & CEO
Congruence Inc.

Cheryl Walker

Associate
Byran Cave LLP

Kelvin Westbrook

President & CEO
Millennium

Doug Yaeger

Chairman, President & CEO
Laclede Gas

Diversity Officers' Network

Senior human resources executives from member companies meet monthly as the Diversity Officers' Network (DON) to strategize about ways companies can help each other promote fully inclusive workplaces. The DON members share successful experiences and create action plans to help businesses formulate and execute programs that strengthen the hiring, retention and advancement of minorities.

Chair – Michele Holton, Edward Jones

Highlights:

- Presented a best practices program featuring Michael Holmes, Edward Jones' Vice President of Human Resources . . . on how it became #1 "Best Company to Work For" for two straight years
- Delivered customized panel discussion forums that focused on the various facets of equal opportunity and diversity e.g. recruitment, attracting and maintaining a diverse workforce.
- Sponsored 8 of events and programs attended by more than 175 human resource professionals.
- Designed a retention survey pilot which allowed interested DON members to gain a better understanding of retention issues and best practices.

The following companies and/or organizations hosted Diversity Officers' Network meetings and/or discussion groups: A.G. Edwards, Charter Communications, Edward Jones, KWAME Building Group, MasterCard International, Peabody and Washington University.

Minority Corporate Network

The Minority Corporate Network (MCN) brings minority professionals together in relaxed and social environments to help develop supportive business connections and provide mutual learning opportunities. The MCN sponsors periodic networking events, provides mentoring relationships for professionals with executives throughout the region, and sponsors educational and skill-building training.

Chair – Rudy Nickens, St. Louis 2004

Highlights:

- Launched the "On Stage with Carol Daniel" leadership development series . . . featuring high profile African-American St. Louis business leaders . . . sharing success strategies. Merisant chairman Arnold Donald & Monsanto Fund president Deborah Patterson each captivated audiences of 150+ participants. Arnold Donald shared how his persistence and focus led to his success while Deborah Patterson shared how it important it is to be engaged in your professional and personal development.
- Hosted well attended networking social events at "hot" venues . . . more than 300 at the Enterprise tent at the US Bank Jazz Festival and more than 200 at a Contemporary Art Museum-St. Louis event.

Purchasing Officers' Network

Senior purchasing professionals from member companies have formed the Purchasing Officers' Network (PON) to help companies strengthen and grow relationships with minority entrepreneurs. The PON is developing action plans based on proven best practices for building broader and deeper partnerships - with a goal of significantly increasing purchasing from these companies over the next five years.

***Co-chairs – Gene Roth, Enterprise Rent-A-Car
Ramona Dickens, Metropolitan St. Louis Sewer District***

Highlights:

- Seven member companies of the Diversity Initiative committed to a goal of \$10 million in new purchasing commitments from minority companies. New commitments totaling more than \$53 million were made with 42 minority-owned businesses in the St. Louis region.
- About 125 purchasing representatives from member companies participated in Purchasing Officer's Network meetings and discussion groups in 2003.
- Member companies Ameren, Enterprise Rent-A-Car, Jacobs Engineering, Laclede Gas, MasterCard International, MetLife, Monsanto, Peabody and Schnucks hosted Purchasing Officers' Network events.
- Provided minority-owned business owners the opportunity to showcase their services and capabilities to Diversity Initiative members. The following MBE's made presentations in 2003: A-1 Private Investigations LLC, Brown Kortkamp Moving & Storage, Bryan Young Catering, Concepts Marketing & Advertising, Cookies-by-Design, Document Imaging, Druids Woodworking, Kataman Communications, Logo Graphics, Maintenance Unlimited, Mosley Construction, Newco Flooring, Pelican Printing Company, Personal Touches by Jeanetta, S&G Mechanical, Inc., Unlimited Water, Urban Investigation, Inc. and Valentine's Janitorial.
- Significantly increased in the volume and depth of equal opportunity and diversity training. The PON, in conjunction with the St. Louis Minority Business Council, delivered customized modules that focused on the various facets of supplier diversity, strategic planning, procurement issues, sourcing, budget design and goal setting.
- Co-sponsored, as part of the St. Louis Minority Business Council's 18th Business Opportunity Fair, a workshop featuring Heidi S. Berenson, a two-time Emmy award winning producer who is president of Washington, DC-based Berenson Communications. The seminar was about marketing supplier diversity internally and externally.
- Co-sponsored a seminar titled "Establish and Enhance a Supplier Diversity Program" featuring Kanita Sandidge, a retired supplier diversity director for AT&T. The seminar provided insights about how to establish a supplier diversity program and/or "jump starting" your existing program.

Diversity Initiative Communications Highlights

- A monthly column in the St. Louis American written by the Diversity Initiative director features successful minority businesses (eg. Concepts Marketing and Advertising, and Ivan James and Associates), and discusses business tips and “how to’s” (such as the art of networking and being prepared).
- A monthly newsletter “Inclusion” was launched, to go with other regular monthly and quarterly publications including Diversity Initiative Update.

St. Louis Business Diversity Initiative Partners

Chris Chadwick
Executive Director
FOCUS St. Louis

Kathy Osborn
Executive Director
The Regional Business Council

Beverly Estes
Executive Vice President & COO
St. Louis RCGA

Jim Pennekamp
Executive Director
Leadership Council Southwestern Illinois

Dick Fleming
President and Chief Executive Officer
St. Louis RCGA

John Roberts
Executive Director
Civic Progress

Joanne Griffin
Vice President Corporate Affairs
Enterprise Rent-A-Car

Kathleen Strout
Research & Project Manager
Civic Progress

Rudy Nickens
Vice President
St. Louis 2004

James Webb
President
St. Louis Minority Business Council

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