



CONNECTIONS

CELEBRATING DIVERSITY IN BUSINESS

To support and develop minority business enterprises to compete & succeed in the open market.

September 2009

American Honda President/CEO to receive SCMBDC's Leadership Award

25th annual award dinner Oct. 16 coincides with company's 50 years of innovation in America

HONDA



Tetsuo Iwamura, president and CEO of American Honda Motor Co., Inc. will receive Southern California Minority Business Development Council's 2009 Leadership Award at its 25th Annual Leadership Award dinner on Friday, October 16. The event will be held at The Beverly Hills Hotel.

The Leadership Award is given to an individual and/or corporation whose achievements and leadership in the business community have resulted in positive results for small and minority-owned businesses.

"American Honda has not only been a major supporter of supplier diversity through its programs and initiatives mentoring and sustaining the growth of minority-, women-owned and small businesses, but a long-time supporter of this council," according to SCMBDC President John W. Murray, Jr. "We greatly

appreciate and value the company's 20-plus-year partnership, their leadership and guidance, and their many years of service on our board.

"American Honda's commitment to supplier diversity and to the council has been nothing short of extraordinary."

- John W. Murray, Jr.

"Their commitment to supplier diversity and to the council has been nothing short of extraordinary. We are so pleased to honor Tetsuo Iwamura and American Honda in 2009 as the company commemorates its first 50 years in America," he adds.

"Our goal is to build a supply base that is representative of the people where we do business," said Tetsuo Iwamura, president and CEO of American Honda Motor Co., Inc. "The key to success is not only awarding a contract to an outstanding minority supplier, but forming a true and respectful relationship for the long term."

Mr. Iwamura has operational responsibility for all American Honda businesses, is the chief operating officer for the North American region, and serves as a managing director of Honda Motor Co., Ltd. He began his career with Honda in 1978 and joined American Honda as the president and CEO in April 2007.

Starting in 1959, with the fuel-efficient Honda 50 motorcycle, to the newly launched 2010 Honda Insight gas-electric hybrid vehicle, Honda has introduced new technologies and business strategies that have shaped the industry and the growth of Honda, including:

- First automaker to meet U.S. Clean Air Act without a catalytic converter - Civic CVCC (1974)

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Networking Under the Stars

Upcoming Events

Sept. 29 - 9:30 a.m. - 2:30 p.m. - 3rd Annual West Coast Supplier Diversity Trade Fair presented by IPG, IW Group and SCMBDC. Exclusive networking with key IPG agency buyers and representatives for minority-owned businesses in marketing disciplines and creative specialties.

Oct. 9 - 11 a.m. - 2 p.m. - Contacts Into Contracts - Presented by San Diego Gas & Electric and Southern California Gas Co., this educational seminar focuses on taking your company to the next level.

Oct. 21 - 2 to 4 p.m. - Moving towards a sustainable energy future - featuring remarks by David Berokoff, manager of technology development, Sempra Energy utilities.

Nov. 12 - 1 to 3 p.m. - Demystifying social media: the do's and don'ts - don't know Facebook from Twitter? Come hear Bill Imada, chairman and CEO of IW Group, Inc., talk about how to use social media to your advantage.

- First vehicle to top U.S. EPA list of most fuel efficient cars -- Civic (1977)
- First Japanese automaker to build motorcycles (1979) and automobiles (1982) in America - Marysville, Ohio, using domestic and globally sourced parts
- First Japanese automaker to establish a luxury automobile brand -- Acura (1986)
- First mass produced gas electric hybrid car introduced in America -- Insight (1999)
- First government-certified hydrogen fuel cell vehicle -- FCX (2002)

Honda has steadily expanded its U.S. presence to encompass a broad range of products and operations. Today, Honda employs more than 25,000 U.S. associates engaged in the design, development, manufacturing, sale and servicing of Honda and Acura products including automobiles, motorcycles, ATVs, personal water craft, power equipment, and an advanced light jet.

Honda operates 10 U.S. manufacturing plants with two new plants under construction, along with 14 R&D facilities and more than 12 regional sales, parts and service, and finance offices around the country. The company's network of U.S. parts suppliers comprises 545 companies in 34 states with annual purchases exceeding \$17.5 billion in 2008. In May 2009, Honda reached the 15 million unit milestone in U.S. automobile production.

The event will be held at The Beverly Hills Hotel, located at 9641 Sunset Blvd. The reception begins at 6:30 p.m., followed by dinner at 7:30 p.m. For information and sponsorship opportunities regarding the 2009 Leadership Award dinner, contact Shawn Smith at (213) 689-6940, or ssmith@scmbdc.org.

Networking Under the Stars

Event features business innovation strategies and making contact with corporate buyers

Meeting officials and buyers from major corporations and hearing from an expert on business innovation strategies was an opportunity too good to pass up for the more than 300 minority business entrepreneurs who recently attended a business reception held at Metropolitan Water District's headquarters in Los Angeles.



The 4th Annual Business Development Reception was presented by Metropolitan Water District and SCMBDC's Minority Business Enterprise Input Committee on September 14. In addition to business owners, the event attracted several corporate members who shared information on how to get in the door with their companies, followed by networking with live music, hors d'oeuvres and refreshments.

Jack Green, Ph.D., professor of strategy at Pepperdine University, was the keynote speaker and his presentation on business innovation strategies marked the launch of SCMBDC and Pepperdine's Graziadio School of Business and Management's new webcast/video series called "Elevating your business during a downturn."

Dr. Green stressed the importance of a business strategy that has both long-term and financial performance goals. He also offered tips on strategic approaches to building a competitive advantage. These include: striving to be the industry's low-cost provider, out competing rivals on a key differential feature, focusing on a narrow market niche and doing a better job than rivals, and developing expertise, resource strengths and capabilities not easily imitated by rivals.

Following the presentation, attendees networked with representatives from URS, Smith Barney, Los Angeles Minority Business Opportunity Center, Metro, Metropolitan Water District, Sodecco Client Services, The Walt Disney Company, and the University of Phoenix.