






ABC Diversity Webinar

Your Diversity Plan: A Competitive Advantage for Business Performance

June 30, 2010

Annual Economic Inclusion as a Percent of Total Purchases

Year	Amount
2001	\$10,000,000
2002	\$12,000,000
2003	\$15,000,000
2004	\$18,000,000
2005	\$22,000,000
2006	\$28,000,000
2007	\$35,000,000
2008	\$42,000,000
2009	\$50,000,000



- Messer's goal is to include minority and woman-owned business enterprises in every Messer project, even when our clients don't require it.
- Outstanding results over a nine year period
- Workplace enhancement is the goal for 2010



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- ABC Indiana Chapter Diversity Committee
- Indiana Construction Roundtable Diversity Initiative
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Messer's Drive to Diversity

- Responding to customers' demands
 - Healthcare
 - Higher Education
 - Life Sciences
 - Public/Institutional
 - Federal
- A history of diverse partnerships
- A need in the Cincinnati community
- A significant workforce component
- Enlightened leadership



Messer's Drive to Diversity



- A challenge from the CEO (2000)
- Diversity Consultants (2000-2004)
- Getting it right – hiring our own Director of Economic Inclusion (2005)
- Move to counting only certified spend (2007)
- Increased staff to three, and provided internal consulting to our project teams (2008)
- Workforce becomes the focus (2009)
- New focus on workplace environment (2010)



ABC Employer Guide for Diversity and Inclusion



- The purpose of the Employer Guide is to provide guidance, direction, information and reference materials for ABC member companies and ABC Chapters that are initiating or further developing their diversity programs



ABC Employer Guide for Diversity and Inclusion



- Diversity is about more than race, gender or ethnicity. It is about the diversity of life experiences, personal perspectives, educational backgrounds, economic conditions and geographic differences among the people we encounter everyday as we build our projects.



ABC Employer Guide for Diversity and Inclusion



Why Diversity?

- Addressing the needs of workers
- Satisfying the demands of our customers
- Fulfilling our role as community leaders
- Increasing productivity in our workforce
- Understanding individual perspectives so we can attract and retain the best and brightest talent to our companies



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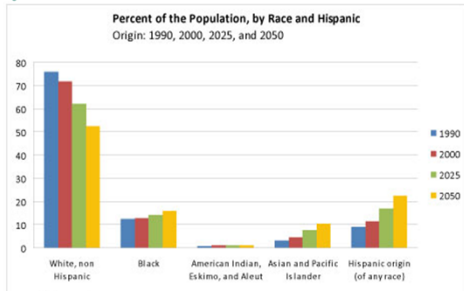


Why now?

- Increasing customer demand
- Political change
- Demographic change



ABC Employer Guide for Diversity and Inclusion





ABC Employer Guide for Diversity and Inclusion



Specific targets for success:

- Satisfying customer requirements
- Preparation for demographic change
- Employee attraction and retention
- Community leadership
- Increased supply chain
- EEO compliance



ABC Employer Guide for Diversity and Inclusion





ABC Employer Guide for Diversity and Inclusion



Where do we begin?

- ADAPT Tool (an assessment)
- ABC Employer Guide for Diversity and Inclusion (visit www.abc.org/diversity)
- Survey and Programs from ABC Indiana
- Third Party Consultants



ABC Employer Guide for Diversity and Inclusion



Common Questions about certification

- Which certifications should be recognized?
 - NMSDC affiliates (www.nmsdc.org)
 - government entities (city, state, federal, DOT)
- What are the local resources we can tap?
 - Local NMSDC affiliates
 - Local government offices
 - State government
- What about Veteran-owned businesses?



What is NMSDC Affiliate certification:



MBE Certification is an affirmation or validation that an applicant business is owned, controlled and managed by U.S. citizens, a majority (at least 51%) of whom are racial or ethnic minorities.



The Diversity Value Proposition



- Differentiation – very few contractors are investing in this area
- Meeting customer expectations
- A diverse, vibrant workforce
- A company environment that attracts the best and brightest talent
- A community value
- A rewarding experience



Question and Answer