

**Annual Plan for Calendar Year 2011
 Minority, Women and Service-Disabled Veteran-Owned
 Business Enterprises
 January 1, 2011 – December 31, 2011**

The following is hereby submitted as an “Annual Plan” pursuant to the State of Maryland Public Service Commission Memorandum of Understanding (MOU), signed on July 15, 2009. This Plan is submitted for the consideration of the Maryland Public Service Commission by Easton Utilities.

This plan will be in effect for the period of January 1, 2011 through December 31, 2011.

1. Easton will work towards increasing its total percent spend with minority, women and service disabled veterans. The short term, mid term and long term goals as summarized below reflect incremental goals over the next five years. Longer term, Easton will attempt to achieve the 25% total spend goal.

Diverse Suppliers			Short	Mid	Long
Easton		2010	(1 yr.)	(3 yr.)	5 (yr.)
	Minority		0.500%	1.000%	2.000%
	Women		0.500%	1.000%	2.000%
	Service Disabled Veteran		0.001%	0.002%	0.500%
	Handicapped Workshops		0.001%	0.002%	0.003%
	Total		1.002%	2.004%	4.503%

2. **Internal and external outreach efforts to identify and develop diverse suppliers for participation in the Company’s Diverse Supplier procurement program with a special emphasis on promoting contracting opportunities with Maryland diverse suppliers (MOU § 6.1).** Activities planned by Easton for calendar year 2011 include:
 - a. Participate in the established Maryland Diverse Supplier Workgroup (MDSW).
 - b. Work with the MDSW and individual lines of business to propose goals, monitor progress, highlight success, communicate areas of opportunity and meet with suppliers and internal customers to explore additional areas of opportunity.
 - c. Implement a new internal system which documents the purchasing process from requisitioning to contract. This will include all requisitions over \$25,000.
 - d. Encourage participation of strategic sourcing partners and line of business personnel in business and advocacy group training such as the National Minority Supplier Development Council Conference, the MD/DC Minority Supplier Development Council events, other regional Council events, Edison Electric Institute (EEI) Seminar & Tradeshow events, opportunity fairs, seminars and conferences, to ensure:
 - Maximum level of opportunities for minority and protected class suppliers;
 - Expanded contracting opportunities;
 - Focused discussions on the use of local Maryland based minority-owned businesses to meet the Company’s operating requirements; and
 - Understanding of the MOU for supplier diversity.

Ongoing meetings and discussions will be held with Company employees to:

- Discuss the business case for minority business development;
 - Offer Supplier Diversity resources in identifying and qualifying Diverse Suppliers for contracting opportunities;
 - Discuss Supplier Diversity program enhancements and changes in policies and procedures;
 - Provide referrals to lines of business;
 - Provide annual progress of target and corporate goals;
 - Solicit input on how to further improve or enhance the program; and
 - Implement changes to enhance the program
- e. Support a range of outreach efforts. These activities are designed to identify and maximize contracting opportunities. Easton participates in conferences, trade shows, and workshops.
- f. Invite and encourage participation in outreach initiatives and promote the use of diverse suppliers in Maryland. Easton will participate in events during 2011 to ensure the maximum level of promotion of opportunities for Maryland minority-owned businesses. A sample of groups to promote contracting opportunities with Maryland minority-owned businesses includes the following:
- MD Minority Supplier Development Council;
 - Talbot County Chamber of Commerce; and
 - Maryland Chamber of Commerce.
- g. Investigate the participation in regional and national organizations advocating diverse supplier development and actively encourage participation by local businesses in these organizations' activities to expand their business opportunities. Samples of these organizations are listed below:
- National Minority Supplier Development Council;
 - EEI (Edison Electric Institute) Minority Business Committee;
 - National Association of Minority Contractors; and
 - U.S. Small Business Administration (SBA).

3. **Plans for recruiting Diverse Suppliers of products and services where utilization has been low, underutilized or currently unavailable (MOU § 3.2.1).** Easton will continue efforts to identify and pre-qualify diverse suppliers seeking business opportunities with Easton. Easton's efforts will include:

- a. Conduct sessions with lines of business to ensure understanding of the goals and departmental responsibilities and to identify and expand areas of opportunity for diverse suppliers.

- b. Work on the development of creative and innovative ways to decrease the number of bids which do not include diverse suppliers.
 - c. Cooperate in identifying suppliers to support the Company's operations. Newly identified contracting opportunities will be communicated to Departments.
 - d. Continue to encourage the use of diverse suppliers as prime contractors for construction projects and to encourage majority contractors/suppliers to develop and use diverse suppliers.
 - e. Continue its efforts to maximize contract opportunities for Maryland diverse suppliers in professional services.
 - f. Investigate opportunities for advertising in local, regional and national publications during 2011.
 - g. Investigate the use of multi-media advertising, which includes radio, magazines, newspapers, newsletters and other publications to reach its ethnic communities. Maryland markets are being targeted for developing procurement opportunities. A segment on supplier diversity has been added to our corporate web site www.eastonutilities.com (Appendix A)
4. **Plans for encouraging Prime Contractors to engage Diverse Suppliers in subcontracts that include subcontracting opportunities (MOU § 3.3).** Easton will:
- a. Continue to develop plans and strategies to use diverse suppliers in all aspects of Easton's operations.
 - b. Support alliances with diverse suppliers that provide value-added services to Easton.
5. **Plans for complying with the established Diverse Supplier program guidelines (MOU § 6.1)**
Easton will:
- a. Investigate the implementation of a reporting and tracking system that will provide spend information from Easton's prime contractors to diverse suppliers.
 - b. Review the findings and follow through on any diverse suppliers that do not have current certifications where the spend is to exceed \$25k.
 - c. Meet with other Maryland utilities and industry contacts in an effort to increase supplier diversity awareness and further enhance the Supplier Diversity initiative.
 - d. Submit the Annual Reports as outlined in Section 6 of the MOU.

Appendix A- Supplier Diversity Website Information

The screenshot shows a Microsoft Internet Explorer browser window displaying the Easton Utilities website. The browser's address bar shows the URL <http://www.eastonutilities.com>. The website header includes navigation links: ABOUT US | LINKS | CONTACT US | SITE MAP | HOME. Below the header is a banner image of a utility worker operating a piece of equipment, with the Easton Utilities logo on the left. A secondary navigation bar lists services: CUSTOMER INFO | ELECTRICITY | NATURAL GAS | WATER | WASTEWATER | CABLE | INTERNET | CABLE ADVERTISING.

IMPORTANT NUMBERS
Main Number: (410) 522-5110
[Download Card] [Print Card]

SEARCH
[Search Input Field]

WFO
[Google] [Easton Utilities]

Easton, MD
Severe Weather Alert
62° F
Mostly Cloudy
[Hourly Forecast] [Daily Forecast]

Contracting with Easton Utilities
Our Services | Management | News | Community Support | Employment Opportunities | Environmental Stewardship | Supplier Info | Easton Utilities Commissioners

Easton Utilities established a Minority Business Development Program to identify diverse suppliers to meet its needs for goods and services. At Easton Utilities, the program is now known as Supplier Diversity.

Primary Objective
To promote a strategy designed to ensure viable and prosperous women-, minority-, and service-disabled/veteran-owned business enterprises by providing them the maximum reasonable opportunity to participate in and compete for contracts and subcontracts in Easton Utilities' supply chain for goods and services.

Targeted Participants

- African Americans
- Asian Americans
- Hispanic Americans
- Native Americans
- Service Disabled Veterans
- Physically or Mentally Disabled
- Women

More Information
For more information on Easton Utilities' Supplier Diversity Program, please call Lenise Larmico at 410-522-6110.

For information on the Maryland Public Service Commission Supplier Diversity Program visit http://webapp.psc.state.md.us/InternetUtility/indexby_rss.cfm