

## Accepting Applications for the 2020 Corporate Eminence Award

The Business Equality Network and the BEQ Pride editorial team are committed to the development and success of lesbian, gay, bisexual, transgender and queer business community. We place special emphasis on and acknowledge support for organizations and major employers that have made diverse and inclusive workplace, multicultural engagement and supply chain diversity not just a matter of policy, but a matter of practice.

Over the years we have honored organizations that are fostering economic stability in the LGBTQ community through the fair treatment and inclusion of LGBTQ employees, suppliers, consumers and partners in business. These organizations were recognized for their demonstrated practice of Business Equality Excellence.

We originally created the Business Equality Excellence Award to establish a pool of likely candidates for our Annual Corporate Eminence Award. Our goal was quite simple, curate a list of the major brands and employers who are committed to the economic empowerment of all diverse communities while highlighting their commitment to the LGBTQ business community.

The Business Equality Excellence program allowed us to bring attention to the need to align excellence in the workplace (based on the HRC's Corporate Equality Index), marketplace (media and market presence showing LGBTQ engagement), supply chain (corporate partnership with NGLCC) and philanthropy (engaging LGBTQ issues and charitable causes through monetary support). The program was all about clearly identifying the business community and industry leaders engaged in the realization of full equality for the LGBTQ community through business and economic inclusion. Hundreds of companies have been added to the Business Equality Excellence ranks over the years and our list has become a standard for demonstrating commitment to the LGBTQ business community. With the recent inclusion of LGBTBE® and Supplier Diversity at both the Billion Dollar Roundtable and Human Rights Campaign Foundation's Corporate Equality Index, respectively, there is a greater opportunity to grow the ranks of Business Equality Excellence organizations and to increase our supporting programs. Beginning June 2020 BEQ will offer Inclusive Sourcing 2045 programs exclusively for our Excellence Award Recipients.

Beginning **March 30, 2020**, we will be accepting applications for the 2020 Corporate Eminence Award from all major employers and brands that are corporate partners of the NGLCC (or are members of the Billion Dollar Roundtable with a perfect score on the most recent Human Rights Campaign Foundation's Corporate Equality Index).

Our team has been closely monitoring trends in LGBTQ business equality since 2012. Again in 2020 we are widening our lens and adjusting the aperture with an even greater emphasis on Business and Economic Inclusion for the LGBTQ community. Our scope of interest will now include recognizing and amplifying those brands and companies that have elevated supplier diversity and inclusive sourcing from an administrative and compliance function to a strategic and mission critical imperative within their organizations. That means the BEQ Pride Corporate Eminence Award is the high bar for recognition of LGBTQ business and economic inclusion.

**Here are a few facts to consider from a recent Gallup Daily Tracking:**

- by 2044, the U.S. will be a majority-minority population
- currently, 10 million American adults identify as LGBT (4.1%)
- among millennials, 7.3% identified as LGBT in 2016
- women make up 55% of LGBT-identified adults
- racial and ethnic minorities now account for 40% of LGBT-identified adults.

These facts dictate that by 2045 an inclusive sourcing model will be the business norm. Are you ready?

Our **2020 Eminence Award winner will be notified July 17, 2020.**

**THE EMINENCE AWARD**

Our definition of Eminence is a conferred high status or importance due to marked superiority in LGBTQ business and economic inclusion. Corporate Eminence is a designation of distinction for one organization that is a corporate partner of the National LGBT Chamber of Commerce (NGLCC) or are a current member of the Billion Dollar Roundtable with a perfect score on the most current HRC Foundation's Corporate Equality Index.

Ideal candidates are actively engaged with both certified LGBTQ business enterprises and in growing their outreach to the overall LGBTQ business community. Candidates consistently demonstrate leadership, creativity and commitment to LGBTQ business development and diversity and inclusion through LGBTQ procurement, technical, operational, and managerial assistance, and/or sponsorship of or to related programs.

**ELIGIBILITY**

Beginning **March 30, 2020**, we will be accepting applications for the 2020 Corporate Eminence Award from all major employers and brands that are corporate partners of the NGLCC (or are members of the Billion Dollar Roundtable with a perfect score on the most recent Human Rights Campaign Foundation's Corporate Equality Index).

**APPLICATION QUESTIONNAIRE DEADLINE**

The BEQ Pride Editorial Board must receive your electronic application by **8:00 p.m. EST on June 15, 2020**, at **Awards@BusinessEqualityNetwork.com**

[Download the application questionnaire \(PDF\) at https://businessequalitymagazine.com/EminenceAwardApplication2020](https://businessequalitymagazine.com/EminenceAwardApplication2020)

**SUBMISSION PROCESS**

Applications and any supporting documentation must be completed and submitted electronically to Awards@BusinessEqualityNetwork.com on or before 8 p.m. EST on June 15, 2020. All submission information and any financial data is kept strictly confidential.

## Package Components

- 1) **Required** – A cover letter from the CEO, Chief Procurement/Diversity Officer or Supplier Diversity Leader (or designee) presenting the organization as an ideal candidate for this recognition.
- 2) **Required** – Completed Applicant Information and Application Questionnaire
- 3) **Required** – Copy or link to the Corporate Diversity and Supplier Diversity Policies
- 4) *Optional* – Letter of Recommendation – Strong applications include Letters of Recommendation from LGBTQ suppliers, strategic alliance partners, and associates addressing your Corporation’s commitment to Supplier Diversity, small business development, diverse supplier outreach, and community involvement, among other topics.
- 5) *Suggested* – Supporting Documents & Materials may include any relevant supporting materials and links to information that demonstrate superior leadership, creativity, and commitment to or for the LGBTQ business community. Examples include but are not limited to:
  - a. internal initiatives designed to build internal advocacy and awareness around LGBTQ business enterprises as partners/suppliers (organization/department education, workshops or cross-function/division collaboration, etc.)
  - b. outreach to the local LGBTQ business community to include awareness, networking and/or exhibitor events
  - c. special programming like Mentorship, Scholarship and/or Sponsorships
  - d. videos and articles from third-party publications

## Applicant Information

Applications will be reviewed separately with responses to each question earning points as indicated. Please identify which question you are answering with each response. An application can earn a maximum of 100 points and in the event of a tie, a bonus of five additional points will be awarded by the committee to the application demonstrating the greatest sustainable impact for the community. Responses must include ALL of the following information.

Name of Organization:

Name of Contact Person:

Title:

Telephone:

Email:

Mailing Address:

2020 Eminence Award Application Questionnaire*		Possible Points
1) Include a narrative addressing how your organization supports or provides performance incentive(s) for the inclusion of LGBTQ suppliers in the procurement process and explain what role executive support played in your 2019 success.		15
<i>Guidance (1)</i>	<i>Specifically, we are interested in understanding how the organization supports (or otherwise incentivizes) LGBTQ supply chain inclusion within the procurement team/process. Additionally, we are looking for explicit executive level (C-level or SVP level) support in this answer.</i>	
2) Does your organization require Second Tier Spend details from its Prime Suppliers? Provide a brief narrative detailing your corporation's 2019 outreach, tracking, incentives, and goals associated with Second Tier Spend. Does this outreach include LGBTQ business enterprises?		15
<i>Guidance (2)</i>	<i>This question addresses the ability to track Second Tier Spend and the rigor with which the organization actively encourages the use of LGBTQ suppliers throughout its Global Supply Chain. We are specifically looking for how (or if) the organization actively conducts outreach, creates incentives, or otherwise sets goals for truly engaging LGBTBEs. <b>Note:</b> We understand that programming and outreach activities meant to encourage women or minority suppliers are usually open to the LGBTQ business community, but actively recruiting or encouraging LGBTQ participation is vital to ensuring LGBTQ suppliers realize the initiative is actually inclusive, it is safe and beneficial to self-identify, and how they should engage.</i>	
3) Did your organization meet or exceed its internal goal(s) for spending with LGBTQ suppliers in 2019? If so, what were the key factors contributing to your success? If not, what steps will be taken to ensure better results in future? Please explain.		5
<i>Guidance (3)</i>	<i>This question is intended to help us understand if spend targets or goals for LGBTBEs were set in the previous year and if they were met or not. If not, what steps have been taken to ensure improved results in the next year? We are specifically looking for targets and/or goals specific to the LGBTQ community and as well as the key contributors to the organization's success in the LGBTQ community.</i>	
4) Did your organization conduct training sessions, advisory meetings, workshops, or host events for LGBTQ business enterprise suppliers (prospective and current) in 2019? Please explain. Are there plans for the future? Please explain.		20
<i>Guidance (4)</i>	<i>We are looking for extraordinary impact on behalf of an LGBTQ enterprise(s) and a willingness to make an investment of time/resources that will have an ongoing impact.</i>	
5) <b>Please describe successful LGBTQ business-related initiatives that required coordination and collaboration across departments during calendar year 2018 or 2019.</b> a. <b>Were there any LGBTQ initiatives, activities, events, or resources requiring various departments to collaborate to engage the LGBTQ business community (recruiting, ERG, conferences, PRIDE event, marketing, etc.)?</b> b. <b>For all events listed please distinguish between sessions led by your Supplier Diversity organization, another corporate department, or other organization outside of the company.</b>		15

2020 Eminence Award Application Questionnaire*		Possible Points
<i>Guidance (5)</i>	<i>This question is intended to better understand how much your organization is incorporating the entire enterprise in its comprehensive engagement of the LGBTQ community. Most importantly, we are very interested in understanding how the organization's Supplier Diversity team incorporates what's happening across the enterprise to influence the program's approach in the LGBTQ business community. Examples include but aren't limited to:</i> <ul style="list-style-type: none"> <li>• <i>membership in the BDR</i></li> <li>• <i>perfect score on the HRC-CEI</i></li> <li>• <i>tracking LGBTBE diverse supplier spend</i></li> </ul>	
6) Did your corporation or its leadership take a public stand on a current LGBTQ civil rights, workplace equality, or social justice issue in the last 2 years? If so, explain.		15
<i>Guidance (6)</i>	<i>This question is intended to show how the company (or its key representatives) have taken a public stand in support of LGBTQ equality. This includes public statements by the CEO (or their representatives), special media announcements/campaigns, marketing, recruitment, legal briefs (friend of the court, "Amicus curiae", etc), and/or other public pronouncement.</i>	
7) Please list awards that demonstrate your organization's advocacy of LGBTQ supplier development, LGBTQ workplace/workforce initiatives, LGBTQ recruiting, internal LGBTQ support or mentoring initiatives, special LGBTQ advertising/marketing campaigns and/or anti-bullying, anti-harassment, or initiatives inclusive of LGBTQ youth or seniors.		5
<i>Guidance (7)</i>	<i>This question is intended to understand what other organizations have recognized your organization's excellence and ultimately speaks to overall eminence potential.</i>	
8) How do you know that your diverse suppliers have made progress? How do you gauge your Supplier Diversity program's progress?		10
<i>Guidance (8)</i>	<i>This question is intended to understand your organization's supplier diversity impact. It is actually possible to have a well-run and high performing supplier diversity program that has made very little (or no) progress. Performance is about action taken or tasks completed. Progress is the process of improving or developing something over a period of time. Tell us about your supplier's progress and your organization's progress.</i>	
TOTAL		100
<b>Bonus</b> – only awarded by the Awards Committee when the highest point total belongs to two or more organizations.		5
*The BEQ Pride Eminence Award Review Committee may need to call or email your contact person to clarify applicant information or application questionnaire responses.		

*\*NGLCC founding member*

*\$Billion Dollar Roundtable member*

*^Business Coalition for Equality Act signee*

*+BEQ Pride Corporate Eminence Award recipient*

1. Accenture^
2. ADP^
3. AIG
4. Airbnb^
5. Akerman LLP
6. Altria Group^
7. Ameren
8. American Airlines\*^
9. Amgen
10. Anthem
11. Apple\$^
12. AT&T\*\$^
13. AXA
14. Barclays
15. Barilla
16. Baxter International
17. Bayer^
18. Blue Cross Blue Shield Massachusetts
19. Booz Allen Hamilton^
20. Boston Scientific^
21. BP America
22. Bristol-Myers Squibb^
23. Brown Advisory
24. Caesars Entertainment^
25. Capgemini
26. Capital Group
27. Capital One^
28. Cargill^
29. CBRE
30. CDW\$
31. Celgene
32. CenturyLink
33. Chevron^
34. Chubb
35. CIGNA
36. Citigroup^
37. Citizens Bank
38. Citrix Systems^
39. Coca-Cola^
40. Colgate-Palmolive
41. Comcast NBCUniversal\$
42. ConocoPhillips
43. Corteva Agriscience
44. Cox Enterprises^
45. CSAA Insurance Group^
46. Cummins\$^+
47. Danone North America^
48. Dell\$^
49. Diageo^
50. Dominion Energy
51. Dow Chemical Co.^
52. Dun & Bradstreet
53. Eaton^
54. Ecolab^
55. Eli Lilly & Co.
56. Ernst & Young\*^
57. Facebook^
58. Galloway, Johnson, Tompkins, Burr & Smith PLC
59. GE Appliances
60. Genentech
61. General Mills^
62. GlaxoSmithKline
63. Goldman Sachs
64. Hallmark Cards
65. Health Care Service Corp (HCSC)
66. Hewlett Packard Enterprises^
67. Highmark Health
68. Hilton^
69. Humana
70. Hyatt Hotels^
71. IBM\*\$^
72. Intel\*^
73. Interpublic Group
74. Intuit
75. Iron Mountain^
76. John Hancock Financial Services^
77. Johnson & Johnson\$^
78. JLL
79. JPMorgan Chase & Co.\*\$^
80. Kaiser Permanente\$^
81. Kelley Drye & Warren LLP
82. Kellogg Company^
83. KPMG^
84. Kroger\$
85. L Brands
86. Laboratory Corp
87. Liberty Mutual
88. Lockheed Martin
89. L'Oreal USA
90. Lowenstein Sandler
91. Major League Baseball (MLB)
92. Mallinckrodt Pharmaceuticals
93. ManpowerGroup^
94. Marathon Petroleum Corp
95. Marriott International^
96. Marsh & McLennan Companies^
97. MassMutual^
98. Mastercard^
99. Medtronic^
100. Merck\$^
101. MetLife
102. MGM Resorts International^
103. Microsoft\$^
104. MillerCoors Brewing^

105.Mondelez International^  
106.Morgan Stanley^  
107.Motorola\*  
108.Nationwide^  
109.NBA  
110.New York Life  
111.Northrop Grumman^  
112.Novartis  
113.Office Depot^  
114.PepsiCo^  
115.Pfizer^  
116.PG&E Corp\$^+  
117.PGA  
118.The PNC Financial Services Group^  
119.Principal  
120.Proctor & Gamble\$^  
121.Prudential  
122.Publicis Health  
123.PricewaterhouseCoopers^  
124.Quest Diagnostics

125.RBC Wealth Management^  
126.Retail Business Services  
127.Reynolds American  
128.Robert Half  
129.Rockwell Automation^  
130.Salesforce^  
131.Sanofi  
132.Shell Oil Co.  
133.Sodexo^  
134.Sony Pictures Entertainment  
135.Southwest Airlines^  
136.Standard Insurance Co.  
137.Staples  
138.State Farm  
139.SunTrust Banks  
140.T-Mobile USA^  
141.Target^  
142.TD Bank^  
143.Teva Pharmaceutical  
144.The Hartford

145.TIAA^  
146.Toyota\$  
147.Turner Construction^  
148.Uber^  
149.Unilever^  
150.United Airlines^  
151.United Technologies  
152.UPS^  
153.USAA  
154.US Tennis Association  
155.Verizon\$^  
156.Viacom  
157.The Walt Disney Company  
158.Warner Media  
159.Wells Fargo\*^  
160.Willis Towers Watson  
161.Wyndham Hotels & Resorts\*^  
162.Xcel Energy