

Jan 2025
*Together,
Let's Build*



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Letter From *The Editor*

Matt Greene

Supplier Diversity Sr. Manager,
Purchasing Supplier Development, Toyota



Over the past year, we've been through some tough times. Nevertheless, the Supplier Diversity community remains strong, and the power of our collaboration is more evident than ever.

Our network of resilient individuals with unique strengths and diverse perspectives has contributed to the collective strength that keeps our community united.

As we continue Building Together, recognize that communication is paramount to our success. It's essential in creating a foundation of trust and collaboration. We must also avoid falling into the trap of thinking that no news is good news. So, keep communication lines open and, by all means, keep the good news flowing. People are more likely to do business with those who have built a positive rapport, which fosters a deeper level of trust.

As we welcome the New Year, embrace the opportunity to set new goals, refine strategies, and continue evolving to grow and innovate in the year ahead. Keep in mind the power of collaboration, communication, adaptability, and perseverance that's necessary for us to embrace new challenges and take advantage of the opportunities that lie ahead.

In this issue, you'll learn about Matt Stich and his team's collaboration efforts with supplier partners in the Executive Message. We'll also introduce you to Angela Leonhard, our featured Diversity Champion who has recently retired but has made a tremendous impact after being with Toyota for over 28 years. This issue's Partner Spotlight highlights Core Technology, an injection molding solutions provider that has

experienced astounding growth with global customers in 150 countries. We also feature Blue Springs Metals, Diversity-Vuteq, and the Santana Group, three organizations that understand the importance of succession planning in family-owned businesses to ensure the continuity of their legacy.

We're excited about the events planned for 2025. Toyota will co-host the Billion Dollar Roundtable Summit in Dallas/Plano, Texas. Also, the Opportunity Exchange is scheduled to occur a few months earlier than usual. Additional details will be provided in the coming months.

Additionally, I'd like to remind you to embrace life fully and show people how much they mean to you. By doing so, we create meaningful connections that enrich our lives with purpose, joy, and love. Life is short, so embrace each moment as a gift and take time to hug those you love, ALWAYS.

As always, thank you all for your efforts in Building Together to support Supplier Diversity.

A handwritten signature in black ink, appearing to read "M W Greene". The signature is fluid and cursive. To the right of the signature is a small graphic element consisting of two overlapping squares, one light blue and one white.

Executive Message

Matt Stich

Vice President,
Purchasing Supplier Development

Matt Stich joined Toyota in 2005 and has held previous roles as a General Manager in multiple areas, including Electric Vehicle Supply, Business Development, Flying Mobility, and Purchasing Electrical & Electronics. He currently serves as the Vice President of Purchasing Supplier Development.



Matt earned a Bachelor of Science in Engineering degree in Industrial and Operations Engineering from the University of Michigan and a Master of Business Administration degree in Finance from Xavier University.

Briefly describe your role and your team's responsibilities.

Our team drives value for TMNA across four key areas:

- Strategic engineering management of our Supplier Partners for New Model Vehicle/Unit Production Preparation, Supplier Development, and Supply Chain Continuity: This area covers more than 850 suppliers and all North American Vehicle/Unit/Battery Plants.
- Indirect Manufacturing Procurement (Construction, Equipment, 3rd Party Labor, and Spare Parts/General Stores): This area supports our customers in Production Engineering and our NAMCs.
- Risk Management (Cyber, Labor, Financial, Trade, and Crisis): This area engages with stakeholders across TMNA and TMC to proactively manage and protect the evolving landscape of our massive, complex supply chain.
- Accessory, Logistics, and Packaging Procurement: This area enables the movement of our vehicles and goods and supports our Accessory partners.

We accomplish this scope by partnering with our supplier partners, similar to how we collaborate with our dealer partners.



What is your vision for Supplier Diversity at Toyota?

We will continue our open-door policy and desire to secure long-term, mutually beneficial relationships with our supplier partners. We will also continue to invest time and resources to attract, develop, and grow diverse suppliers through our Opportunity Exchange and our partnerships with development and collaboration organizations.

Also, when we visit our supplier partners' shop floors ("Gemba"), we engage with incredibly talented individuals from all different disciplines and backgrounds. Everyone contributes to a piece of the supply chain puzzle.

We are bonded together (Toyota x Supplier) through a shared vision of designing and manufacturing safe, reliable, and durable products that ultimately provide our customers with a Toyota/Lexus experience.

My vision is to enable a self-propelled and learning supply base that creates expanding opportunities across our ecosystem for any supplier.

How do you encourage others to be champions of supplier diversity internally and externally?

My philosophy is: Provide the Space, Be Specific, and Be Present.

I encourage the importance of contributing with specific actions and being present in strategy setting, decision making, and having a voice. It's better to try something than nothing at all, even if you end up failing or being wrong.

What do you believe are the primary 3-4 ways an inclusive supplier base brings a leader mindset/advantage to Toyota?

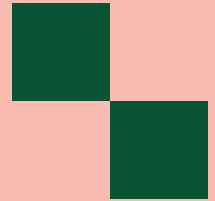
- Toyota's approach to inclusive partnerships and relationships enables growth & learning across the entire enterprise.
- Our ability to reflect and kaizen allows us to evolve with our supply base.
- Having a positive mindset towards problem solving enables us to collaborate with our supplier partners to overcome challenges together and build motivated teams.

What are the top priorities you've set for yourself and/or your team in 2025?

Our team has three focused pillars moving into 2025:

- Ensure Stable Supply
- Master New Vehicle Readiness for our Multi-Pathway Technologies
- Grow Talent and Leaders

We will accomplish these goals by embodying the Toyota Way in Purchasing using mutually beneficial relationships with our supplier partners.



Please provide any fun facts, hobbies, or external interests that you are passionate about.

My wife and I have three young boys, ages 5, 7, and 9, who keep us extremely busy, energetic, and constantly learning as parents. We enjoy traveling together and creating new experiences together as a family.

Angela Leonhard

Senior Manager, PSD

It is an honor to introduce Angela Leonhard, a recently retired Senior Manager in Toyota Motor North America's (TMNA's) Purchasing Supplier Development Division based in Georgetown, Kentucky. Leonhard oversaw three teams procuring indirect content for Toyota's North American manufacturing operations.

The content included third-party labor & service providers, general stores, powertrain/battery manufacturing machinery & equipment, as well as various assets and services for Toyota's manufacturing plants in Buffalo, West Virginia (Toyota Motor Manufacturing West Virginia), Huntsville, Alabama (Toyota Motor Manufacturing, Alabama), Georgetown, Kentucky (Toyota Motor Manufacturing, Kentucky) and Blue Springs, Mississippi (Toyota Motor Manufacturing, Mississippi).



Diversity Champion



Panel Participants (LtoR)-Angela Leonhard moderating a panel of participants at the North American Women's Conference

Leonhard joined Toyota Motor Manufacturing Kentucky, Inc. (TMMK) in 1996 as an engineer and relocated to Toyota Motor Engineering and Manufacturing North America (TEMA) later that year. As an engineer, she collaborated closely with suppliers to support their tooling and process readiness for new model launches. In 1999, Leonhard received her first management promotion and has since held various management roles in purchasing supplier development.

Leonhard attended the University of Louisville, where she earned both a bachelor's and master's degree in Industrial Engineering. She volunteers as a member of the St. Henry District High School Athletic Boosters and enjoys spending time with her husband of 27 years and their three daughters.

What (or who) Inspired you to champion diversity and inclusion at work and in your community?

For me, it was instilled as a priority for Toyota within the entire organization. As I began my journey with Toyota, great leaders like Gene Tabor guided me in recognizing the importance of diversity and inclusion. Also, my friend Renee Robertson recommended a great book titled "A Peacock in the Land of Penguins," a short and engaging read that communicates the importance of leveraging diversity in the workplace. I highly recommend it for leaders.

In what ways do you believe Supplier Diversity strengthens Toyota's competitive advantage?

It adds to our bottom line with consumer sales. Toyota's procurement philosophy promotes having a supply base that mimics our customer base. Partnering with diverse companies not only brings fresh ideas to Toyota, but it also promotes Toyota's name positively in the communities where our diverse partners reside and work.

After more than 28 years at Toyota, what advice would you give on maintaining a successful partnership between diverse suppliers and larger brands?

Grow new suppliers slowly: Give them a "right size" starting scope, and then, upon success, increase their business at a "reasonable" rate.

You might ask why this is important. It is a big deal to obtain a contract with Toyota; many suppliers start as Tier 2 to gain visibility and show their capability. When a newer supplier performs well, we sometimes give them too much at one time. Supplier partners need adequate time to grow and learn with us. Giving them too much at once can hinder their ability to meet our high expectations and set them up for failure. We need to be good partners and develop them for the mutual success of both companies. This aligns with the Toyota Purchasing Philosophy of Mutual Trust/ Mutual Prosperity as well as the Toyota Guiding Principle #7: "Work with business partners in research and manufacturing to achieve stable, long-term growth and mutual benefits, while remaining open to new partnerships."

Knowing that being a Diversity Champion can be difficult, what motivated you to keep pushing in the space?

It is just the right thing to do. As we adhere to Toyota's Guiding Principle #5 – "Foster a corporate culture that enhances both individual creativity and the value of teamwork, while honoring mutual trust and respect between labor and management" – we acknowledge the difficulties of championing diversity, but we embrace the challenge because the long-term impact of the work makes it all worthwhile.





Women's Business Enterprise Council, Ohio River Valley (WBEC ORV) Awards Dinner with Lynnise Smith (President & CEO, WBEC ORV), Matt Greene (SD Sr. Manager PSD, TMNA), Angela Leonhard, John Munson (Board of Directors Chairman, WBEC ORV)

What (or who) inspires you to champion diversity and inclusion at work and in your community?

Each person inspires me, as we are all different and bring unique perspectives, experiences, and skills to the table. Our differences, whether in background, personality, or way of thinking, create an environment where creativity and innovation can thrive. It's through these diverse contributions that we are able to approach challenges in unique ways, learn from each other, and grow both personally and professionally. This makes us stronger as a team and drives us toward greater success.

What were some of your favorite Toyota highlights and objectives during your time at Toyota?

Representing Toyota and serving on the WBEC-ORV BOD has been one of the most rewarding experiences of my career. It allowed me to build valuable connections with wonderful people and remarkable companies. In 2023, I was honored to accept an award on behalf of Toyota from WBEC-ORV.

Another career highlight was developing and moderating a 2013 Toyota panel that featured executives from across the company. The panel's purpose was to explain the roles of key functions related to new vehicle development. The functions included R&D (Kristen Tabar), Production Prep (Susann Kazunas), Manufacturing (Leah Curry), Sales (Jaycie Dane), and Financial Services (Karen Ideno). This accomplishment was special for a few key reasons:

The event was pulled together for the North American Women's Conference when the functions still operated independently before North America One Toyota. It provided an opportunity for the audience who supported various functions across Toyota to learn about other functions with which they may have never interacted.

The panel received rave reviews. Due to the success, the panel was invited to visit Torrence, CA, to repeat the presentation for the Sales and Financial Services teams located there.

Partner Spotlight



Groundbreaking for Core's current operations expansion



Jeremiah Foster

Business Development Manager,
Core Technology Molding Corporation



Year Company Founded: 2006

Toyota Supplier Since: 2023

Toyota Supplier Category: Tier I

Products and Services Provided to Toyota:

Plastic Injection molded parts for the BEV line

Jeremiah Foster works in Business Development at Core Technology Molding Corporation. Jeremiah graduated from North Carolina A&T with a Bachelor's Degree in Science and obtained a Master's Degree in Business from the University of North Carolina at Greensboro. Jeremiah manages the Toyota account and has been on the development of the parts since being sourced in 2023. He is diligently working with the Toyota team to ensure a smooth kickoff of the parts and pursuing further opportunities within the organization.



Tell us a bit about your organization, your team players, and what it means to be a partner of Toyota.

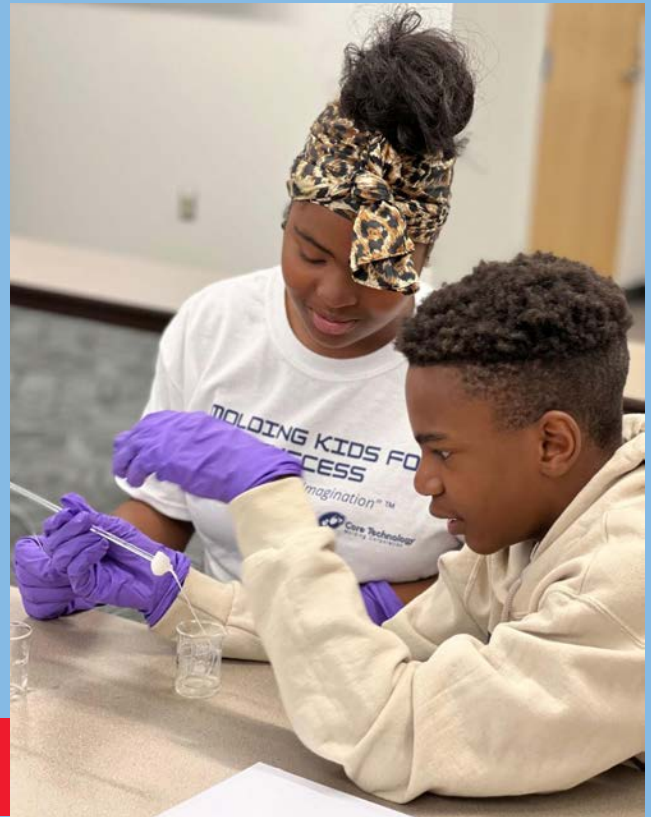
Core Technology is an MBE Plastic Injection Molding Company that was established in 2006. Core serves the Automotive, Medical, Biopharmaceutical, Appliance, and Consumer Goods industries. We cater to a diverse customer base and take great pride in our diverse workforce, which includes employees from various backgrounds and ethnicities. At Core, we believe that every team member is equally important and truly realizes the synergy needed to be successful. We don't see Toyota as a customer, but rather as a partner. Core is humbled and proud to be a local partner and looks forward to further collaboration in the future.

What inspires or motivates you to advocate for diversity and inclusion in today's business environment?

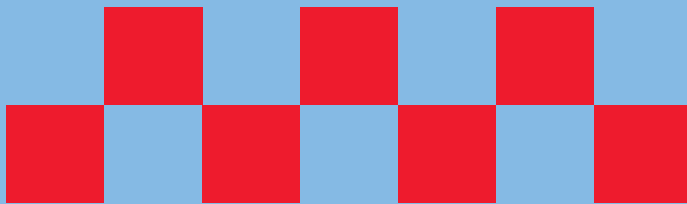
Diversity and inclusion is currently a hot topic, and Core Technology has taken steps to prioritize and focus efforts on it. We have established a non-profit organization called "Molding Kids for Success." This organization aims to give children (10-14 years old) access and insight into advanced manufacturing and STEM. The children are usually chosen from Title I schools or come from disadvantaged backgrounds, lacking access to many resources that we often take for granted. They are the next generation and although things may not always be equal, our goal is to give these young boys and girls an equitable chance in this world.

What lesson have you learned that you would want to share with other diverse businesses to be successful?

When Core Technology was first established in 2006, there was a desire to become a Tier I supplier immediately. The reality, however, was that our organization wasn't ready for this at that time. We lacked the necessary resources, infrastructure, documentation, and overhead, and we simply weren't at that level yet. Instead, we were compelled to be a Tier II/III supplier for years to establish our credibility and gain more knowledge. Looking back, Core realizes that this experience was one of the best things that could've happened to us. We had the opportunity to learn and make mistakes that were not as costly as they would have been if we were a Tier I supplier. Our advice is that there is nothing wrong with being a Tier II/Tier III supplier. You have to crawl before you walk, and you do not want to try to run and fall flat on your face.



The youth participants of Molding Kids for Success, Core's non-profit organization



Feature Section: SUCCESSION PLANNING



Company's team

**BLUE SPRINGS
METALS**

Blue Springs Metals

Product and Services:

We are a steel and aluminum processing service center.

Products and Services Provided to Toyota:

We have 3 companies that provide similar products, such as aluminum and steel coil and blanks, and services to Toyota plants. These companies include: Blue Springs Metals, Georgetown Metal Processing, and Madison Metal Processing.



Kirk J. Lewis Sr.

Chairman and President
Kirk_lewis50@bluespringmetals.com
662-308-0186

Years at Toyota:

2000 to 2005 - Supplier of exterior mirrors to Toyota as President of Bing/Lear JV

2012 to Present - Supplier of steel and blanks to Toyota

What role did your family serve in the development of your company?

The role my family provided was moral support, advice, and commitment to sustaining the business long-term.

What advice would you give to other companies considering a family-based succession plan?

- Start planning early.
- Develop a detailed leadership and technical training plan.
- Make sure family members start at entry-level positions and work their way through your system.
- Have family members work for other companies to develop a broad perspective of business. This can include internships or developmental assignments.
- Have open and honest communication with family members about performance.

What key preparations did you make (or are you making) to ensure a smooth leadership transition?

- Communicate with team members, partners, suppliers, customers, and other stakeholders early and frequently about the succession plan.
- Over time, stop attending meetings or communicating strategies and defer to your successor.
- Monitor the process for acceptance.



**The role
my family
provided was
moral support**



How do you approach innovation and adaptation while preserving the legacy of your company?

- Instill the company's core values in the leadership and ensure that they are part of the decision-making process.
- Encourage team members to experiment with ideas.
- Leverage younger team members who can bridge the company's traditional thinking and innovation.
- Have team members involved in industry trade groups and think tanks.

Why is it important for larger companies and organizations to add MBEs to their supplier base?

Doing business with small and underrepresented businesses (MBEs) is important for the following reasons:

- It increases local economic growth.
- It provides economic opportunities to historically disenfranchised groups.
- It brings innovative solutions and diverse opportunities and approaches to businesses.
- It provides stronger supply chains.



Denise, Joe (son), Thais (daughter), and Kate



Joe Lewis Jr.,
Vice President and Treasurer

Make sure family members start at entry-level positions and work their way through your system.

Diversity-Vuteq

Lawrence Crawford Jr.

Senior Quality Manager

Years at Toyota:

Tier 1 Supplier for 15 years

Products and Services:

We supply plastic injection parts and glass component assembly.

Products and Services Provided to Toyota:

- Plastic injection parts
- Glass component assembly
- We supply Toyota in Indiana, Mississippi, and Alabama, as well as the Corolla, Corolla Cross, Highlander, and Sienna.



What role did your family serve in the development of your company?

In 2009, my father founded the company with our partner Vuteq. My family believes in strong relationships and the golden rule. When we started the company, we entered areas of the country that were not used to the automotive industry. Those were challenging times, but I wouldn't trade the experiences and growth for anything in the world. It was helpful to have my father there with me during those trials. I had the chance to see him at work, and it had an impression on me that stays with me to this day.

How has working with family influenced your business culture and decision-making?

It has taught me patience. We live in a world where everything must happen perfectly and instantly. However, we forget the hard work that goes behind it. The unseen work and required focus that must be poured into the work hours are necessary to be successful and have longevity in this industry.



What value does your company bring to larger companies and organizations as a MBE?

Adaptability and Resilience. Over a period, we have learned how to survive crises and continue operating. Our company understands personal sacrifice to ensure a brighter future for us all. We are a global company with a partnership that reaches Japan, Mexico, and Canada. We have learned how to operate transnationally with many different cultures and countries. We embrace the challenges the world presents with realism and determination.

What advice would you give leaders who are not kin to their employees but would like to uphold a family-like environment within the workplace?

Create an open-door policy from the top to the bottom. Learn how to invite employees to the office on their first day at the job site. Set the ground rules for open communication, base it on respect for each other, and be positive in your speech and demeanor. Most importantly, you never know how your words could affect a person coming to work on Monday or going home for the weekend on Friday.

In 2009, my father founded the company with our partner Vuteq.

My family believes in strong relationships and the golden rule.



Santana Group

FORMA AUTOMOTIVE, OVEANA, AND INTEGRATED HUMAN CAPITAL



Rosa Santana

Founder & CEO
(210) 388-0680

Years at Toyota:

20 years as a Tier II Supplier.

10 years as a direct Tier I supplier.

Cultivating strong client relationships has been fundamental to our success and sets us apart in the industry.



Products and Services:

It consists of five companies:

- Forma Automotive – Provides outsourced manufacturing solutions
- Oveana – Delivers business process outsourcing services
- Integrated Human Capital – Delivers staffing and workforce solutions in the United States
- Workforce Management Mexico – Provides staffing and workforce solutions throughout Mexico
- Diversa – Managed Service Provider

Products and Services Provided to Toyota:

- We started as a Tier II supplier providing recruitment and staffing services for production, administrative, and professional positions.
- We are a direct Tier I supplier producing fully assembled truck beds for their Tacoma and Tundra models.
- IHC supplies a significant number of hires for Tier I suppliers, including production support staff and professional personnel. We have placed hundreds of team members as a Tier II supplier at TMMTX and have collaborated with Toyota's administration to fill various administrative and professional roles.
- Oveana provides bilingual financial services and customer support, as well as RFP and onboarding services for branding engagement centers.



**We encourage
diversity and
inclusion**



What role did your family serve in the development of your company?

My oldest daughter, Lisa, has been with me since the inception of our first companies: Integrated Human Capital (IHC) and Workforce de Mexico. We launched the company together, and my daughter Nicole joined us at IHC several years later. With their help, we have launched several more companies since then: Forma, Forma de Mexico, and Oveana.

What measures are you implementing to make sure the business can thrive in future generations?

- Cultivating strong client relationships has been fundamental to our success and sets us apart in the industry. We recognize that continuing to build on these relationships through transparent communication and ethical practices is critical to our future success. We are constantly working on ensuring we have strong relationships at all levels of our organization and within our client's organizations.
- We have a strong organizational culture that prioritizes diversity and inclusion, career advancement, and company-funded professional development. This helps us to cultivate a pipeline of leaders for future growth.
- We are currently working on sustainability and social responsibility plans with a consulting firm.
- We are continuously upgrading technology and learning how to leverage AI, data analytics, and automation to enhance efficiency and decision-making in each of our companies. We are working on enhancing our digital presence to ensure we remain relevant in this increasingly connected world.
- Financial resiliency is critical and at the forefront every day. We have a strong finance and accounting team backed by a world-class public accounting and tax firm.
- We are future-focused and continuously seek new opportunities to grow our current businesses and acquire or partner with others.

What steps are you taking to prepare the company for the future, and what role do non-family employees play in this succession?

- We are continuously working on our strategy with a focus on the future and evolution of our business. Both of my daughters are well entrenched in the businesses. In fact, they are now my business partners.
- We have one non-family executive, our CFO, who works closely with all of us.

How do you ensure that the next generation of leadership aligns with the company's founding vision while also bringing fresh perspectives?

- We encourage diversity and inclusion as we recognize that this reflects societal values important to future generations and drives innovation.
- We encourage feedback and ideas and implement kaizen in all that we do, with most kaizens proposed by employees.





Speaker Alex Banayan,
Author of *The Third Door*

Keynote Speaker
Michael Norman, U.S. World
Athletic Champion

Opportunity Exchange

Toyota extends its deepest gratitude to everyone who attended the 34th Annual Opportunity Exchange and contributed to the success of this year's event. Your participation reaffirms the core meaning behind this year's theme:

Inspire to Move, Build, and Lead Together.

Since its inception in 1990, Opportunity Exchange has been a catalyst for countless meaningful connections and transformative partnerships, leading to millions of dollars in diverse supplier contracts. Your involvement this year continues to build on that legacy, ensuring that diverse-owned

businesses have the resources and relationships needed to take their ambitions to new heights.

We are incredibly proud of what this event has achieved and remain committed to drive innovation, growth and success of diverse suppliers. Thank you for being part of this journey and for making this year's Opportunity Exchange a resounding success.

Together, we will continue to foster connections, spark collaborations, and empower diverse businesses to thrive.

We look forward to seeing you at the 35th Opportunity Exchange!



Meet *the* Team



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My Diversity Commitment Statement is to advance inclusion of all people in every aspect of my life.

Matt Greene
Senior Manager

- Leading & Building of Toyota's Supplier Diversity Processes
- Council & Organization Events and Opportunity Exchange



“
My Diversity Commitment Statement is to demonstrate care and respect for others by actively soliciting input from and listening to everyone.

Jennifer Hoffman
Manager

- Supplier Diversity Corporate Mentorship Program - Driving Impact - a Toyota/Adient effort
- Council & Organization Events and Opportunity Exchange



“
My Diversity Commitment Statement is to continue to campaign and be a voice for small and diverse businesses through outreach, innovation and networking.

Tim Yamada
Manager

- Financial Services Supplier Diversity (*Lead*)
- Mentorship Program for Small and Diverse Businesses (*Lead*)
- Council & Organization Events and Opportunity Exchange



“
My Diversity Commitment Statement is to use my voice as an ally for the underrepresented and marginalized communities.

Beverly Watkins
Analyst

- Tier 1 & Tier 2 Spend Analytics and Reporting (*Lead*)
- Marketing Strategy and Branding (*Lead*)
- Council & Organization Events and Opportunity Exchange



“
My Diversity Commitment Statement is to create and advocate inclusiveness by inviting and respecting viewpoints from all people.

Ryoko Watanabe
Analyst

- Supplier Intake
- Councils & Organizations Sponsorship (*Lead*)
- Opportunity Exchange (*Support*)



“
My Diversity Commitment Statement is to create an inclusive environment where everyone feels safe to share their thoughts and contribute their ideas.

Alyssa Cetnar
Administrator

- Supplier Diversity Events Coordination
- Council & Organization Events and Opportunity Exchange

Events Calendar

FEBRUARY

20

SouthwestMSDC
Annual Stakeholders'
Meeting
San Antonio, TX

26

CVMSDC
2025 AMP
Meeting
Newport News, VA

MARCH

18

GWBC
South Carolina Power of
Partnering (POP)
Matchmaker
Greer, SC

27

SouthwestMSDC
Oklahoma Opportunity
Conference
Oklahoma City, OK

APRIL

15-16

CAMSC
Procurement Fair
Conference
Toronto, Canada

24-25

NMSDC
Minority Business
Economic Forum
Meeting
Los Angeles, CA

25

Tri-StateMSDC
Impact Awards
Awards
TBD

29-30

MichiganMSDC
MMPC (Business
Opportunity Fair)
Meeting
Detroit, MI

MAY

1

MichiganMSDC
MMPC (Business
Opportunity Fair)
Meeting
Detroit, MI

28-29

SouthwestMSDC
Premier Face
Time Expo
Tradeshow
San Antonio, TX

30

SouthwestMSDC
Golf Tournament
Golf
San Antonio, TX

JUNE

TBD

WBEA
Women's Business
Conference
Tradeshow
Houston, TX

23-26

WBENC
National Conference
Conference
New Orleans, LA